35 Cents

30TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

JULY 10, 1961

How major broadcast advertisers have been hopscotching on agency row 27

The 33 new clients and $5 million billing that network tv gained 29

FCC's new program forms: much more work, but there are concessions 48

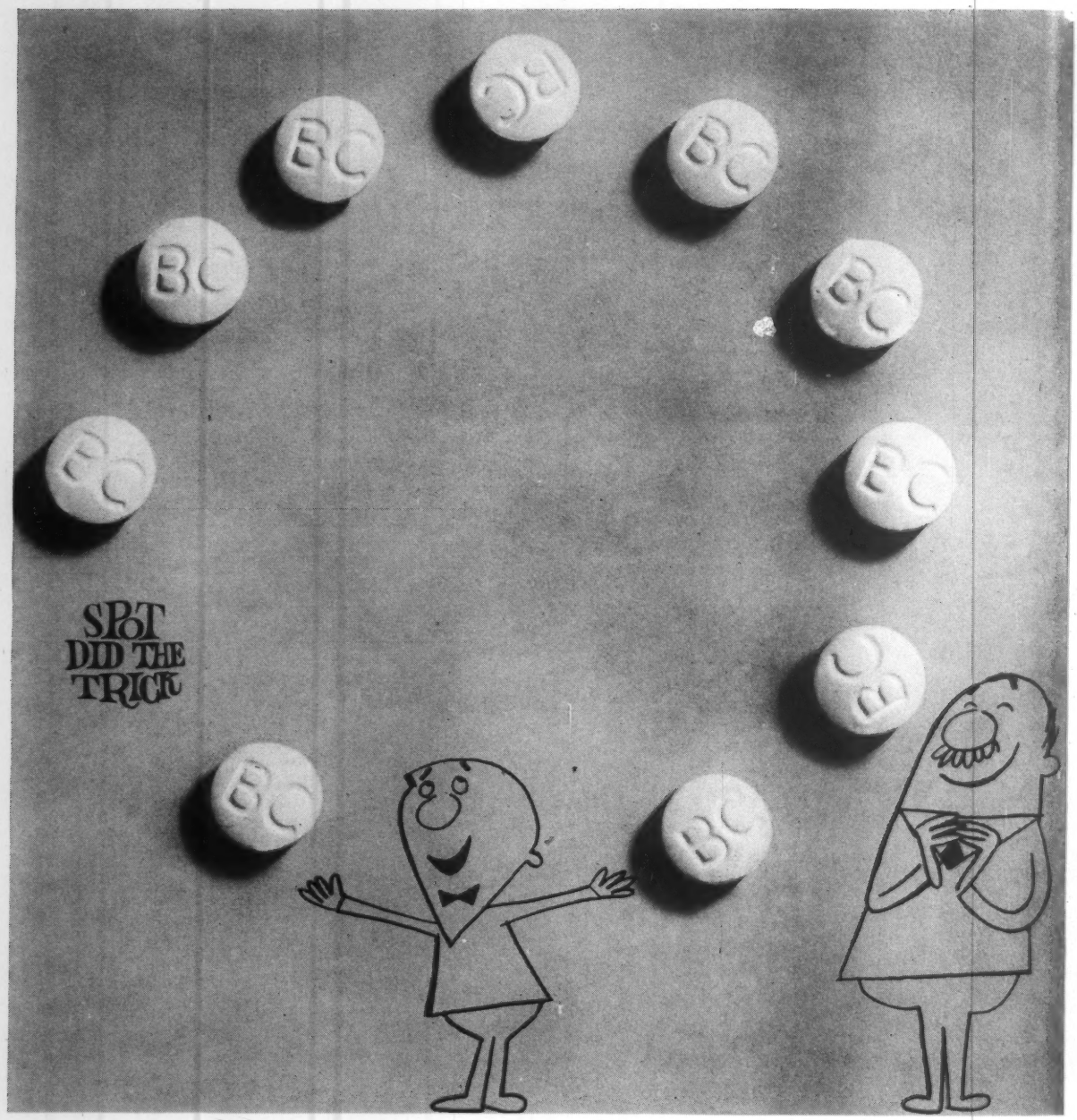
The cost breakdown for one of television's most expensive shows 74

COMPLETE INDEX PAGE 7

100!

For one hundred consecutive Nielsens, spanning more than eight years, CBS Owned WCBS-TV has delivered the biggest audience in the nation's biggest market. This is a record of audience appeal unequalled by any other station anywhere.

2 WCBS-TV NEW YORK

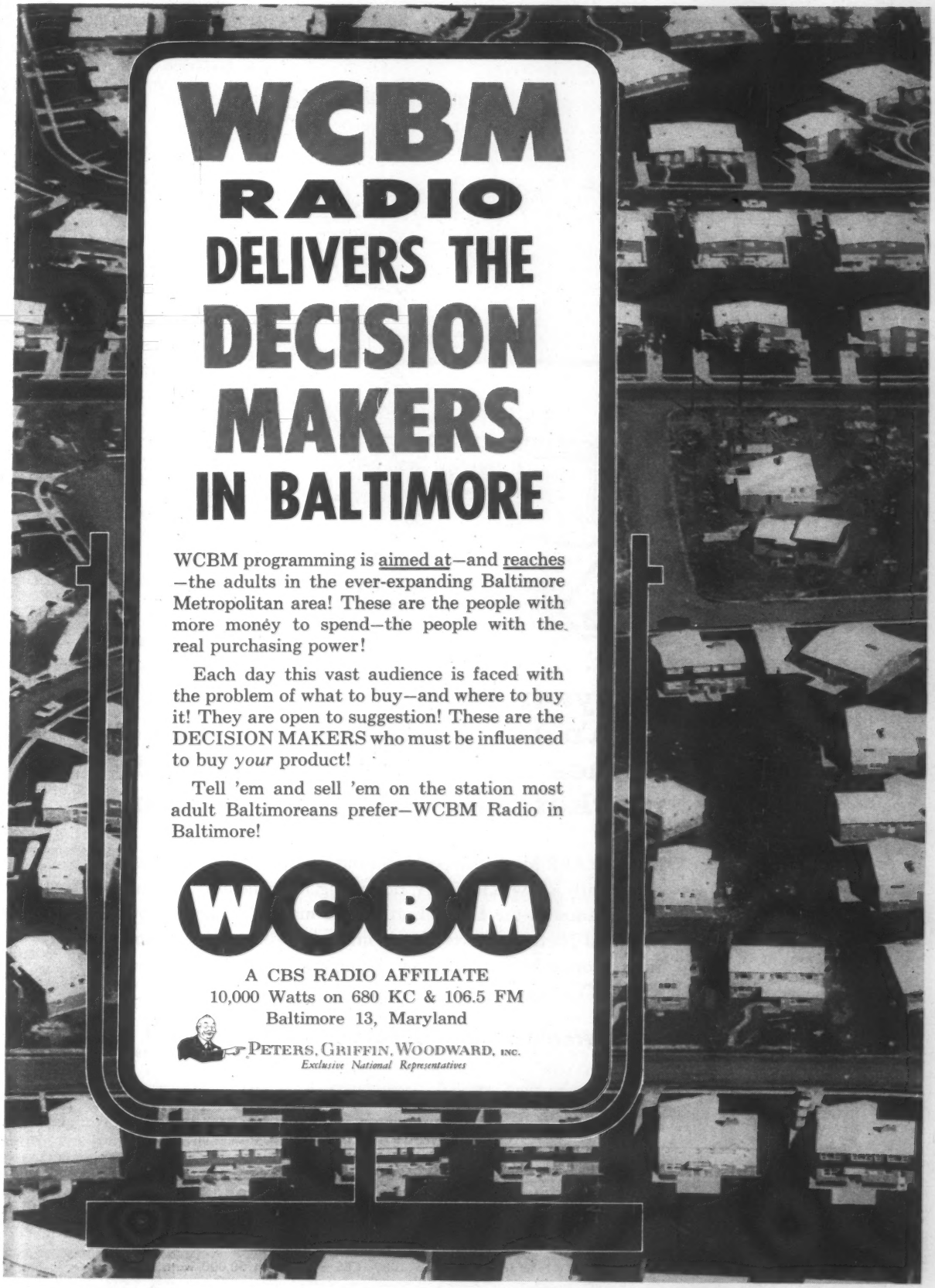


*B. C. Remedy knows spot television "did the trick" for sales headaches – Why? Because, spot is the most flexible medium for building greater and greater sales. B. C. like all other spot users can call their shots – Whatever market, whatever time of day or night, whatever station they choose. *Whenever* additional effort is needed spot is there fast, matching advertising effort with sales potential but with no waste circulation.

Your HR man can tell you many more reasons why and how spot television can "do the trick" for your sales headaches. Call your HR man, you'll be glad you did.

*C. Knox Massey & Assoc., Inc. (Durham, N. C.)

HR *Television, Inc.*


WCBM
RADIO
DELIVERS THE
DECISION
MAKERS
IN BALTIMORE
WCBM programming is aimed at—and reaches—the adults in the ever-expanding Baltimore Metropolitan area! These are the people with more money to spend—the people with the real purchasing power!
Each day this vast audience is faced with the problem of what to buy—and where to buy it! They are open to suggestion! These are the DECISION MAKERS who must be influenced to buy *your* product!
Tell 'em and sell 'em on the station most adult Baltimoreans prefer—WCBM Radio in Baltimore!
WCBM
A CBS RADIO AFFILIATE
10,000 Watts on 680 KC & 106.5 FM
Baltimore 13, Maryland
PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

3 more TV markets will soon premiere these and over 200 other fabulous COLUMBIA POST-48's

This past week three more stations—KOIN-TV Portland, Oregon, WBTV Charlotte and KHVH-TV Honolulu—joined the rapidly growing list of stations that have acquired over 200 Columbia Post-1948 feature films for telecasting in their markets. Already viewers in markets such as New York, Chicago, Los Angeles, St. Louis, Philadelphia, Youngstown, Buffalo, etc., have greeted enthusiastically the telecasting of the first of these features. These great film masterpieces can work wonders in your market too! Call or write to Screen Gems, Inc., 711 Fifth Avenue, New York City. Plaza 1-4432.

SCREEN GEMS, INC.

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

WEEK IN BRIEF

The love lives of agencies and advertisers have been unusually fast and loose in the past six months, with the result that many millions in billings, big and little accounts, have changed agencies. See . . .

AGENCY SWITCHES IN MILLIONS . . . 27

Network television attracted 33 new converts during the past season and their combined gross time expenditures exceeded $5 million, it's shown by a special BROADCASTING survey. See . . .

NETWORK TV WINS 33 . . . 29

Not a minute of broadcast time would go unnoticed if the FCC adopts its rulemaking proposed last week for its program reporting forms. Broadcasters win some concessions, much paperwork. See . . .

CLOSER TAB ON EVERY MINUTE . . . 48

Tv holds its first place in hearts of food advertisers, with $4 million gain in network and spot for first quarter, TvB figures show. The 1960 national-regional total: $277 million. See . . .

BIG FOOD ADVERTISERS IN TV . . . 38

Wempco keeps making and breaking new sales records in nine midwestern states by using regional radio to advertise Zonolite insulation products. The firm's also having tv successes. See . . .

HOW RADIO LIT A LIGHT . . . 40

It costs a lot to bring a jungle to Brooklyn and get top actors to people it, Talent Assoc.-Paramount Ltd. found in producing "The Power and the Glory" for CBS-TV. The bill: $725,000. See . . .

WHERE THE MONEY'S GOING . . . 74

The star of the FCC's recent station renewal hearing in Kingstree, S. C., never took the stand, but if Charlie Walker had he might have captured bureaucratic hearts, had he run true to form. See . . .

HE LEARNED HIS LESSON . . . 60

Television didn't lie in presenting Samuel Yorty, the successful candidate in the Los Angeles mayoralty elections, and that's the reason he was elected, says his pr counsel, Irvin L. Edelstein. See . . .

BEST TV CANDIDATE WINS . . . 86

McCann-Erickson says it has found how to measure a tv station's audience outside its metropolitan area by projecting average viewing in such areas from that in metropolitan areas. See . . .

FRINGE VIEWING FORMULA . . . 32

The FCC's proposal to take ch. 10 in Miami from National Airlines and give it to L. B. Wilson Inc. because of the airline's off-the-record FCC contacts gets appeals court backing. See . . .

COURT BACKS FCC ON CH. 10 . . . 58

The FCC's muscle-bulging contest with the newest challenger in the who-has-authority-over-the-tv-towers field, the Federal Aviation Agency, continues. Three-member unit to make stand. See . . .

FCC TO BUCK ON TOWERS . . . 61

FCC Chairman Minow's plan to charge broadcasters for the privilege of doing business with that government agency is finding few champions where it counts: the White House and the Hill. See . . .

ROUGH ROAD FOR FCC FEES . . . 65

DEPARTMENTS

AT DEADLINE	9	INTERNATIONAL	90
BROADCAST ADVERTISING	27	LEAD STORY	27
BUSINESS BRIEFLY	48	THE MEDIA	58
CHANGING HANDS	88	MONDAY MEMO	22
CLOSED CIRCUIT	5	OPEN MIKE	18
COLORCASTING	77	OUR RESPECTS	109
DATEBOOK	14	PROGRAMMING	74
EDITORIAL PAGE	110	WEEK'S HEADLINERS	10
EQUIPMENT & ENGINEERING	82		
FANFARE	96		
FATES & FORTUNES	93		
FOR THE RECORD	98		
GOVERNMENT	48		

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Published every Monday, 53rd issue (Yearbook Number) published in September by BROADCASTING PUBLICATIONS INC. Second-class postage paid at Washington, D. C.

Subscription prices: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $2.00 per year for Canada and $4.00 for all other countries. Subscriber's occupation required. Regular issues 35 cents per copy. Yearbook Number $4.00 per copy.

Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses.

OMAHA + LINCOLN = KMTV.
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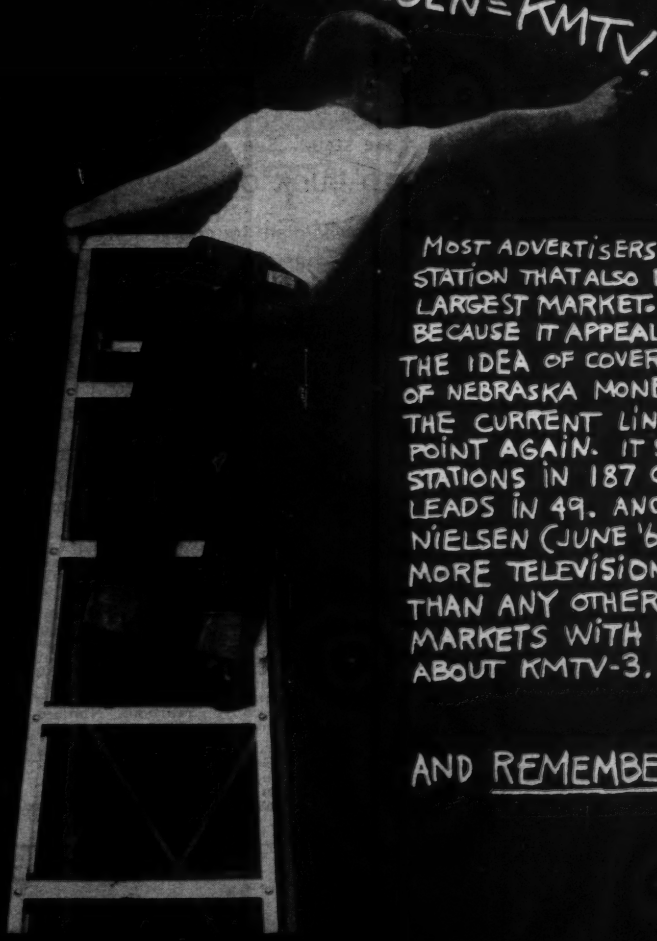


MOST ADVERTISERS KNOW KMTV IS THE ONLY OMAHA TELEVISION STATION THAT ALSO DELIVERS LINCOLN, NEBRASKA'S SECOND LARGEST MARKET. WE MAKE THIS POINT AGAIN AND AGAIN BECAUSE IT APPEALS TO TIGHTFISTED TIMEBUYERS WHO LIKE THE IDEA OF COVERING THE GREATEST SINGLE CONCENTRATION OF NEBRASKA MONEY AND PEOPLE WITH ONE BUY.
THE CURRENT LINCOLN NIELSEN (MAR. '61) PROVES OUR POINT AGAIN. IT SAYS KMTV LEADS THE OTHER OMAHA STATIONS IN 187 QUARTER HOURS. ANOTHER OMAHA STATION LEADS IN 49. ANOTHER IN ONLY 39. THE CURRENT OMAHA NIELSEN (JUNE '61) TELLS A SIMILAR STORY: KMTV DELIVERS MORE TELEVISION HOMES IN MORE QUARTER HOURS THAN ANY OTHER OMAHA STATION. GET TWO NEBRASKA MARKETS WITH KMTV. ASK PETRY. ASK ANYBODY ABOUT KMTV-3. EXCLUSIVE NBC FOR OMAHA-LINCOLN.

AND REMEMBER. OMAHA + LINCOLN = KMTV.

WSTV Inc. challenges catv use of signal

All-out legal battle is seen in filing by WSTV Inc. of $1 million damage suit against catv system in Clarksburg and Fairmont, W. Va.

WSTV owns ch. 9 WSTV-TV Steubenville, Ohio, and ch. 12 WBAY-TV Clarksburg-Fairmont among other stations.

Suit, filed in U. S. District Court in Fairmont Thursday, charges cable company "plucks" ch. 9 signals from air without permission for retransmission for fee over closed circuit. WSTV claims such action illegal interference in its contractual arrangements with NBC, CBS and film services. It alleges that catv actions interfere with ability of WBOY-TV to render proper service to its community, including outlying areas not served by antenna company.

In many cases, plaintiff declared, antenna company has disconnected built-in antennas in subscriber's tv receivers so it's impossible for them to receive ch. 12 off air. It claimed also that electrical leakage from catv cables distorts ch. 12 reception in Clarksburg and Fairmont.

Both Clarksburg and Fairmont catv is part of Fortnightly Corp. group. Fortnightly is headed by N. W. Levin. Clarksburg system feeds 8,300 customers; Fairmont, 5,000.

Both systems are also defendants in suit brought by United Artists charging unauthorized use of its film product. This suit is pending in New York federal court.

WSTV's move came two weeks after ruling that tv stations have no inherent property right in their tv signals. This viewpoint was expressed by federal judge in suit by Salt Lake City tv stations against Twin Falls, Idaho, catv operation (BROADCASTING, July 3).

FCC sets new deadline for Hartford pay tv

Deadline for beginning pay tv tests in Hartford, Conn., were extended by FCC to July 1, 1962. Commission, in announcement Friday, said request for extension by RKO General Inc. (BROADCASTING, July 3) included information warranting time extension. Previous deadline for commencement of Phonevision trial was Aug. 23. Basic problem, RKO said, is lead time required by Zenith to tool up and begin production of decoders.

Delay in start of Hartford pay tv test will not affect TelePromTer Corp. plans for testing its Key Tv system this year, according to President Irving B. Kahn.

He said development of TelePrompTer system, which is distributed by cable and, therefore, not subject to FCC approval, is ahead of schedule.

New York test

WDHA (FM) Dover, N.J., was set to begin stereophonic multiplex broadcast test in New York metropolitan area Sunday (July 9), 1-6 a.m. WDHA claims to be first fm station in New York area to begin testing new Zenith-GE system approved by FCC last April. Station is using prototype generator. It operates on 105.5 mc.

Appeals court upholds Beaumont ch. 6 grant

Seven-year-old grant of ch. 6 in Beaumont, Tex., to KFDM there was affirmed by U. S. Court of Appeals in Washington Friday. In unanimous opinion, court upheld latest FCC finding that payment of $55,000 to KTRM Beaumont for withdrawing from race was proper and that loan of this sum for this purpose to KFDM by W. P. Hobby (KPRC-AM-TV Houston, Tex.) did not contravene public interest or constitute abuse of FCC processes.

Mr. Hobby originally had loan agreement with KTRM. When KTRM withdrew, Mr. Hobby made agreement to purchase interest in KFDM-TV. FCC's grant in 1954 to KFDM applicant was appealed by KRIC Beaumont *(Beaumont Enterprise)*.

FCC approves sales involving six stations

Following sales of stations were approved among others by FCC, it was announced Friday:

▪ KBUR Burlington and KMCD Fairfield, both Iowa: Sold by G. B. McDermott and associates to RB Inc., for $450,000. RB Inc. is headed by John P. Harris, who has interests in several Kansas and Iowa newspapers (including Burlington) and in KIUL Garden City and KTVH (TV) Hutchinson, both Kansas. Dissenting were FCC Chairman Minow and Commissioner Bartley; they felt hearing should be held on concentration of control of mass media in Burlington.

▪ WTVI (TV) Fort Pierce, Fla.: Sold by Gene T. Dyer to Atlantic Broadcasting Co. for $175,795. Atlantic Broadcasting is headed by Isadore J. Fine, who with other Atlantic stockholders, owns KFEQ-AM-TV St. Joseph and KLIK Jefferson City, both Missouri.

▪ WJPR Greenville, Miss.: Sold by Emmet Holmes McMurray Jr. and Frank Wilson Baldwin to Bruce H. Gresham and J. C. Noble for $165,000. Mr. Gresham has interest in WGCM Gulfport, Miss.

▪ KDLK Del Rio, Tex.: Sold by Don R. Howard to James D. Patterson and associates for $112,500.

▪ KOFA Yuma, Ariz.: Sold by T. R. Williams and associates to Paul C. Schafer and group for $105,000. Mr. Schafer controls KDOT Reno, Nev.

ANA opposes tax ban on defense contractors

Assn. of National Advertisers went on record Friday in opposition to defense appropriations bill language prohibiting defense contractors from using federal funds for advertising.

In letter requesting permission to testify before Senate Defense Appropriations Subcommittee, ANA said present regulations covering amount of advertising by contractors provide "highly effective protection" for taxpayers.

ANA claimed proposal "would cripple our economy and would destroy our mass communications structure" during full or partial mobilization.

Bill (HR 7851), which has passed House, will be subject of Senate Defense Appropriations Subcommittee hearing today (Monday).

TvB approves pay plan

Television Bureau of Advertising and other media associations Friday (July 7) endorsed new method of payment to media beginning today by Geyer, Morey, Madden & Ballard Inc., New York advertising agency (see page 37). Norman E. Cash, president of TvB, said in letter to agency that he applauds "instant cash payment" plan as positive step to bring more efficiency into advertising for benefit of advertisers.

Option time comments

Comments in FCC's reopened option time rulemaking are due Sept. 7, agency announced Friday (July 7). Reply comments will not be accepted. Oral argument will be held Sept. 28 on comments received.

more AT DEADLINE page 10

WEEK'S HEADLINERS

Mr. Carley

Robert Carley, president, Fitzgerald Adv., New Orleans, joins Young & Rubicam, N. Y., as vp and account supervisor. Mr. Carley, who went to Fitzgerald in 1953 as account executive, became account supervisor in 1956. In that post he was responsible for agency's marketing and creative plans functions for Wesson and Snowdrift brands and for firm's management contact. Wesson and Snowdrift moved to Y & R earlier this year. (See story on account changes, page 27.)

Mr. Cott

Ted Cott, vp in charge of National Telefilm Assoc. broadcast division since 1957, has resigned following sale of WNTA-TV Newark - New York to civic group that will use station as educational tv outlet (BROADCASTING, July 3). His future plans were not announced. He began his career in 1933 with New York-owned WNYC as producer, and from 1939-43 was freelance producer for radio network programs. He served as vp for programming and operations for WNEW New York from 1944-50 and was with NBC as vp in charge of NBC Radio until 1955. Mr. Cott served for two years as vp and general manager of now-defunct Du Mont Broadcasting Corp. from 1955-57.

Joe Evans, managing director of Storer Broadcasting's WSPD-TV Toledo, named general manager of Storer Programs Inc., subsidiary which will handle distribution, production and sales of tv programs. (See story page 80.)

Mr. Herbuveaux

Jules Herbuveaux, vp, central division sales, NBC Radio in Chicago, assigned to staff of NBC senior executive vp and will work on special projects, effective July 31. He will operate out of Chicago, and report to David C. Adams, NBC senior executive vp. Mr. Herbuveaux joined NBC in Chicago as musical director in 1927 and left company briefly in early 1930's but returned in 1934 as production manager and program manager. He was named manager of television for NBC central division in 1949 and was elected NBC vp in 1955. **Harry E. Hobbs Jr.** has been named to replace Mr. Herbuveaux with title of central division sales manager, NBC Radio. He joined NBC in October 1955 and has been eastern sales manager of network since 1958. Earlier, he had been sales manager of Air Features Inc. and account executive with Henry I. Christal Co., station representative.

Mr. Werner

Mort Werner, senior vp and director of radio-tv for Young & Rubicam, appointed NBC vp, programs, tv network, effective July 17. He succeeds **David Levy,** who is being reassigned to another tv programming post at network. Mr. Werner has been with Y&R since 1959 and earlier had been vp in charge of broadcast activities for Kaiser Industries Corp. From 1951-57, Mr. Werner was with NBC-TV as executive producer of various programs. **Charles (Bud) Barry** has been named by Y&R to replace Mr. Werner (WEEK'S HEADLINERS, July 3).

Dean Roscoe L. Barrow of U. of Cincinnati College of Law, head of FCC's 1955-57 special study of network tv practices, named special consultant to FCC Friday July 7 on continuing study of network matters. Dean Barrow, who organized and directed network investigation which culminated in omnibus report (BROADCASTING, Oct. 7 ,1957), will rejoin staff this week. Several FCC actions have been taken as result of Barrow report and continuing study still is underway, with latest round of hearings concluded 10 days ago in New York (BROADCASTING, July 3). Dean Barrow will review progress of study staff and make specific recommendations for future development of study.

Mr. Shupert

George T. Shupert appointed director of tv sales for 20th Century-Fox Television, effective Aug. 1. Former president of ABC Films, which he established in 1953, Mr. Shupert in 1959 joined MGM as vp in charge of tv. He started in tv at Paramount Tv Productions as assistant to Paul Raibourne, head of Paramount's video activities, and has also served as sales vp of Peerlees Tv Productions and vp and general manager of United Artists Tv Corp. Mr. Shupert is former president of American Television Society and of Radio & Television Executives Society. As director of tv sales for 20th Century-Fox, he will headquarter in New York after month in Hollywood to familiarize himself with studio's tv production operations.

For other personnel changes of the week see FATES & FORTUNES

KTAG-TV protest denied in KPAC-TV relocation

Protest by KTAG-TV (ch. 25) Lake Charles, La., against February 1960 action permitting KPAC-TV (ch. 4) Port Arthur, Tex., to relocate its transmitter midway between two cities and increase antenna height and power was dismissed by FCC Friday (July 7).

Commission earlier had refused to accept protest because it was not notarized until after expiration of time limit but court of appeals remanded case (BROADCASTING, Dec. 5, 1960).

Court said FCC has discretion to accept late oath. Chairman Newton N. Minow and Commissioners Robert E. Lee and Frederick W. Ford dissented, favoring consideration of appeal on ground uhf station would face new competition from KPAC-TV under new facilities.

Lewine heads NATAS

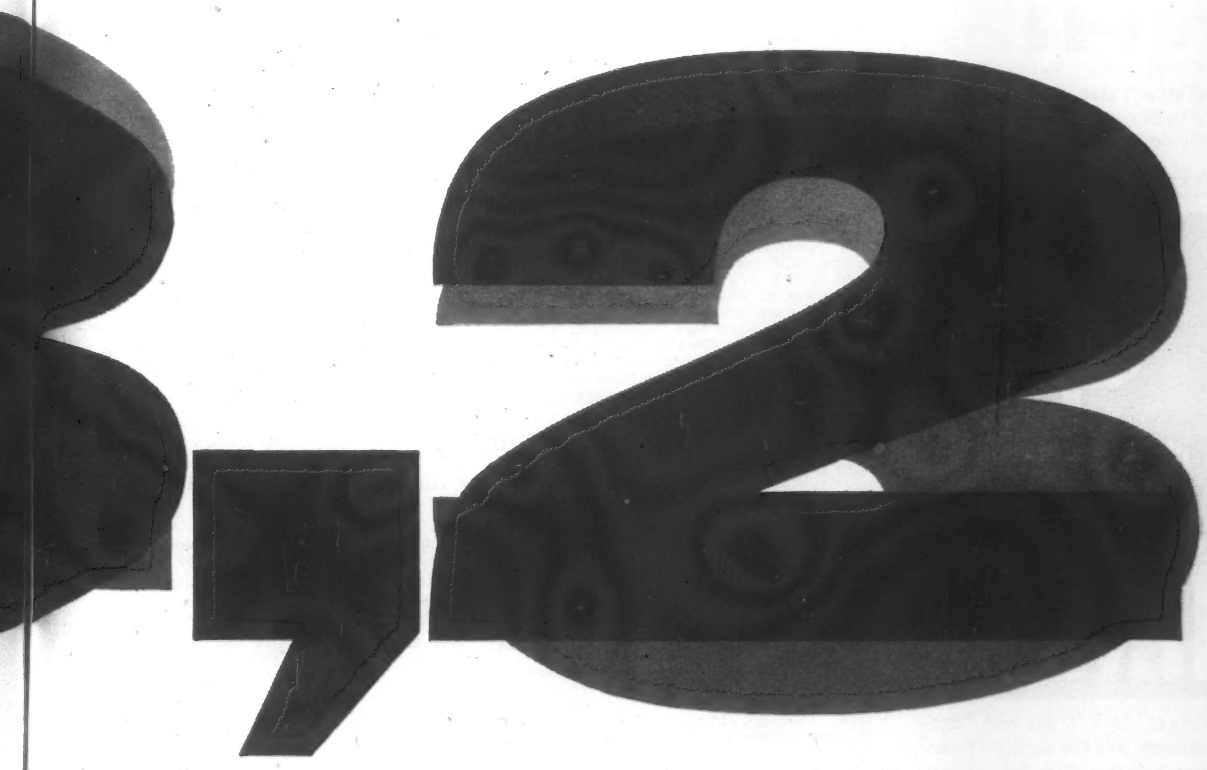
Robert F. Lewine, vice president for programs, CBS Films Inc., was elected president of National Academy of Television Arts & Sciences, succeeding Harry S. Ackerman, vice president of Screen Gems. Also elected: Bud Yorkin, independent tv producer, executive vice president; Loren L. Ryder, Ryder Sound Services, secretary, and Thomas W. Moore, ABC-TV vp, treasurer.

"A man who assumes a public trust," said Thomas Jefferson, "should consider himself public property." This is the spirit in which the radio and television stations of the Jefferson Standard Broadcasting Company accept their responsibility to the public. For six straight years, WBTV has opened the Charlotte United Community Appeal drive with a star-studded telecast in prime evening time. WBT Radio originates and supplies to fourteen major U. S. radio stations an alert refutation of Radio Moscow propaganda. WBTW created and telecast an illuminating program on the medical use of hypnosis. Such programming responsibility is standard with the Jefferson Standard stations. One reason why each is the audience leader in its area. One reason why . . .

Jefferson Standard stands out in responsible circles

AS SIMPLE AS 1,2,3

These numbers vividly sum up the picture of television leadership today. What stands out clearly is that one network has consistently delivered the largest nationwide audiences night and day throughout the past season—namely, the CBS Television Network.* What stand out less clearly are the runners-up. That's because one network ranks second at night, but third during the day. While another network ranks second during the day, but third at night. When



it comes to choosing the network which can present his product most effectively, the most important thing for an advertiser is to know where he stands—clearly. It's as simple as that.

CBS TELEVISION NETWORK

***13% larger national nighttime audiences than Network X; 12% larger than Network Y; 16% larger national daytime audiences than Network X; 91% larger than Network Y; 85% more national nighttime half-hour "wins" than Network X; 33% more than Network Y; 17% more national home hours of viewing (Monday through Sunday, 7 am to 11 pm) than Network X; 23% more than Network Y; more of the Top 10, Top 20, Top 30 and Top 40 nighttime programs and more of the Top 10 and Top 20 daytime programs than the other two networks combined.**

(Audience data: Nat'l Nielsen, 1 Oct., '60-1 June, '61, AA basis. Evening: 8-11 pm. Day: Mon.-Fri., 7 am-6 pm.)

An invitation to the man from Cunningham & Walsh

Sir, be our guest in the Tidewater! Get behind the counter, the gas pump or the bar. We guarantee that our 50,000 sailors and 750,000 civilians will run you ragged. Gosh, what spenders!

After a nice quiet (free) luncheon at WHIH, we'll spend just five minutes explaining to you why WHIH is considered the live wire station down here.

Wouldn't you like your clients to sell more cookies or gasoline in this recession-resistant area? Of course you would. Then be our guest.

WHIH
FORMERLY WLOW
TIDEWATER, VIRGINIA
AN ELLIOT STATION
Representatives: Avery-Knodel

MORE MILES PER RADIO MINUTE

KBIG minutes travel farther with "compact" economy; only 38¢ per 1000 listening homes in metropolitan Los Angeles (1960 Cumulative Pulse). San Diego, San Bernardino, and 231 other vital Southern California markets are free! No other station covers so much for so little.

KBIG 740 kc/10,000 watts Radio Catalina for all Southern Calif.
JOHN POOLE BROADCASTING CO., INC.
6540 Sunset Blvd., Los Angeles
National Representative: Weed Radio Corp.

DATEBOOK

A calendar of important meetings and events in the field of communications

•Indicates first or revised listing.

JULY

July 9—**NBC Affiliates Promotion Managers Clinics:** New York, July 10, New Orleans, July 11, Chicago, July 12, and Los Angeles, July 14.

July 9-13—**National Assn. of Tv & Radio Farm Directors,** summer meeting Shoreham Hotel, Washington, D. C. Speakers include Agriculture Secretary Orville L. Freeman, NAB President LeRoy Collins, FCC Chairman Newton N. Minow and Commissioner George Larrick, Food & Drug Administration. Frank Welch, John Duncan and James T. Ralph (assistant secretaries of agriculture) and Harry Caldwell, chairman of the National Agricultural Advisory Committee. NATRFD will also meet President Kennedy at the White House.

July 9-21—**NAB Seminar,** Harvard Graduate School of Business Administration, Harvard campus, Boston.

July 10—Revised deadline for comments on **FCC** rulemaking in matter of broadcast announcement of financial interests of stations and networks and their principals and employes in service and commodities receiving broadcast promotions.

July 10-28—Three week summer workshop on Television in Education, **U. of California at Los Angeles.**

July 16-18—**South Carolina Assn. of Broadcasters,** summer convention. Ocean Forest Hotel, Myrtle Beach. Speakers include FCC Commissioner Robert T. Bartley and Howard G. Cowgill, former chief of the FCC Broadcast Bureau.

July 24—Deadline for submission of briefs to the **FCC** in Boston ch. 5 re-evaluation. This is the proceeding to reconsider the 1957 grant to WHDH Inc., due to *ex parte* contacts made by principals of WHDH Inc. and Massachusetts Bay Telecasters Inc. The third applicant is Greater Boston Television Corp. Reply comments are due 10 days after July 24. Oral argument before the FCC *en banc* is scheduled, but no date has been set.

July 30-Aug. 5—**American Women in Radio & Television,** first mid-career seminar. Syracuse U., Syracuse, N. Y.

AUGUST

Aug. 1-4—**Advertising Age Summer Workshop on Creativity in Advertising.** Palmer House, Chicago. Participants include Norman (Pete) Cash, TvB; Marion Harper Jr., Interpublic Inc.; Leo Burnett, Leo Burnett Inc.; Fairfax M. Cone, Foote, Cone & Belding; Edgar Kobak, management consultant.

Aug. 3-4—**Northwestern U. Conference on Mass Media and their Responsibilities in Free Society,** Northwestern U. School of Law, Chicago. Participants include FCC Chairman Newton N. Minow; J. Leonard Reinsch, executive director of Cox stations; Pierre Salinger, presidential news secretary; Dean Roscoe Barrow, U. of Cincinnati Law School; Fairfax Cone, chairman, Foote, Cone & Belding; Clair R. McCollough, chairman, NAB Board; Ralph McGill, publisher, *Atlanta Constitution;* Ward L. Quaal, WGN Inc.; William R. McAndrew, NBC News; W. Theodore Pierson, Washington communications attorney; Peter Goelet, National Audience Board president; Sig Mickelson, Time Inc.; Sol Taishoff, editor and publisher BROADCASTING and *Television* magazines, and others.

•Aug. 6-8—**Georgia Assn. of Broadcasters,** annual summer convention. Speakers include Frank Fletcher, immediate past president of Federal Communications Bar Assn. King & Prince Hotel, St. Simon's Island, Ga.

Aug. 7-11—**American Bar Assn.,** 84th annual meeting, 15 principal hotels and Kiel Auditorium, St. Louis. To be addressed by President Kennedy and numerous other top government officials, including special presidential assistant James M. Landis and chairmen of "big six" regulatory agencies, including FCC and FTC.

Aug. 11-12—**Texas Associated Press Broadcasters Assn.,** fourteenth annual meeting. Hotel Lincoln, Odessa, Tex.

Aug. 22-25—**1961 Western Electric Show & Convention.** Cow Palace, San Francisco.

Aug. 25-26—**Arkansas Broadcasters Assn.,** fall meeting. Sam Peck Hotel, Little Rock.

SEPTEMBER

Sept. 10-13—**Assn. Canadienne de la Radio et de la Television de Langue Francaise,** annual convention. Seaway Hotel, Toronto, Ont.

Sept. 15-17—**Michigan Assn. of Broadcasters** fall convention and business meeting. Hidden Valley, Gaylord, Mich.

Sept. 16—**VPI Broadcasters Assn. of North Carolina,** annual meeting and news seminar. Hotel Robert E. Lee, Winston-Salem.

Sept. 18-19 — **CBS Radio Affiliates Assn.,** annual convention. Waldorf-Astoria Hotel, New York.

Sept. 24-26—**Louisiana Assn. of Broadcasters,** annual convention. Buena Vista Beach Hotel & Motel, Biloxi, Miss.

Sept. 27-30—**Radio Television News Directors Assn.,** annual convention. Statler Hilton Hotel, Washington, D. C.

OCTOBER

Oct. 3-4—**Advertising Research Foundation** conference, Hotel Commodore, New York City.

Oct. 8-18—International seminar on instructional television, sponsored by **Purdue U.** in cooperation with UNESCO and the U.S. National Commission for UNESCO. Dr. Warren F. Seibert, Purdue professor, is seminar director; James S. Miles, Purdue Television Unit, is associate director. Purdue U., Lafayette, Ind.

Oct. 9-11—**National Electronics Conference,** International Amphitheatre, Chicago.

Oct. 10-13—**Audio Engineering Society,** annual fall conference and technical exhibit. Hotel New Yorker, New York.

Oct. 12 — **Seventh Wisconsin Fm Station Clinic.** Center Building, U. of Wisconsin, Madison.

Oct. 12-13—**American Assn. of Advertising Agencies,** central region, annual meeting. Ambassador West Hotel, Chicago.

Oct. 23-26—**National Assn. of Educational Broadcasters** convention. Marriott Twin Bridges Motor Hotel, Washington, D. C.

Oct. 25-28—**Sigma Delta Chi,** 52nd national convention. Hotel Fontainebleau, Miami Beach, Fla.

Oct. 28-29 — **Illinois News Broadcasters Assn.** fall convention. Hotel Custer, Galesburg.

Oct. 30-31—**IRE,** Radio Fall Meeting. Hotel Syracuse, Syracuse, N. Y.

NOVEMBER

•Nov. 2-4—**Assn. of National Advertisers,** annual national meeting. The Homestead, Hot Springs, Va.

Nov. 5-8—**Broadcasters Promotion Assn.,** annual convention. Waldorf-Astoria Hotel, New York City.

Nov. 14-16—**IRE,** Mid-America Electronics Conference, Kansas City, Mo.

•Nov. 15-17—**Television Bureau of Advertising,** annual meeting. Statler-Hilton Hotel, Detroit.

PERSPECTIVE ON GREATNESS

A New Concept in Documentaries

13 Great New Specials

Packaged for Local Use

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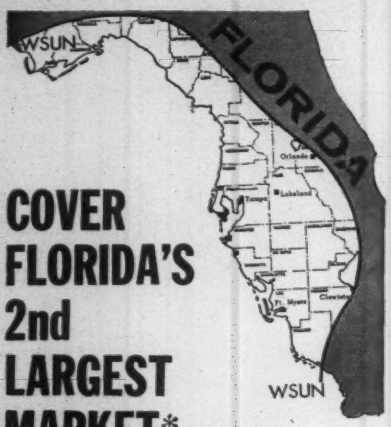

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Tampa-St. Petersburg is Florida's second largest market, with a metro population of 772,453*! But that's not all! WSUN is the only station on Florida's West coast covering the entire 29 county area with 1,420,007* residents.

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: BROADCASTING-TELECASTING Bldg., 1735 DeSales St., N.W., Washington 6, D. C. Telephone Metropolitan 8-1022.

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BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953. BROADCASTING-TELECASTING* was introduced in 1946.

*Reg. U.S. Patent Office

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Incendiaries

EDITOR: . . . The article entitled "Creators turn on the created" was superbly and objectively written (BROADCASTING, June 26). But shouldn't the headline have read: "Cremators turn on the creators?"—*Lewis H. Avery, President, Avery-Knodel Inc., New York.*

Long, long ago

EDITOR: You may have older readers . . . but I don't think you have a more appreciative or more grateful subscriber.

Hal Gold thought you might be interested in the enclosed candid shot

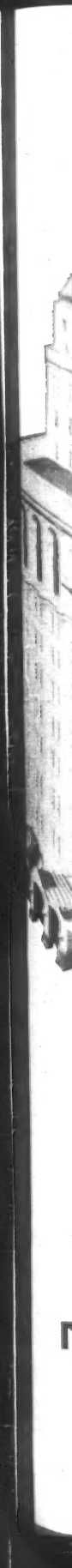
which, to the best of my recollection, was taken by Paul Sullivan when we were both on the staff of WLW Cincinnati. As near as we can figure out with a magnifying glass, the issue is July 1939.—*Charles W. Godwin, Vice President-Stations, MBS, New York.*

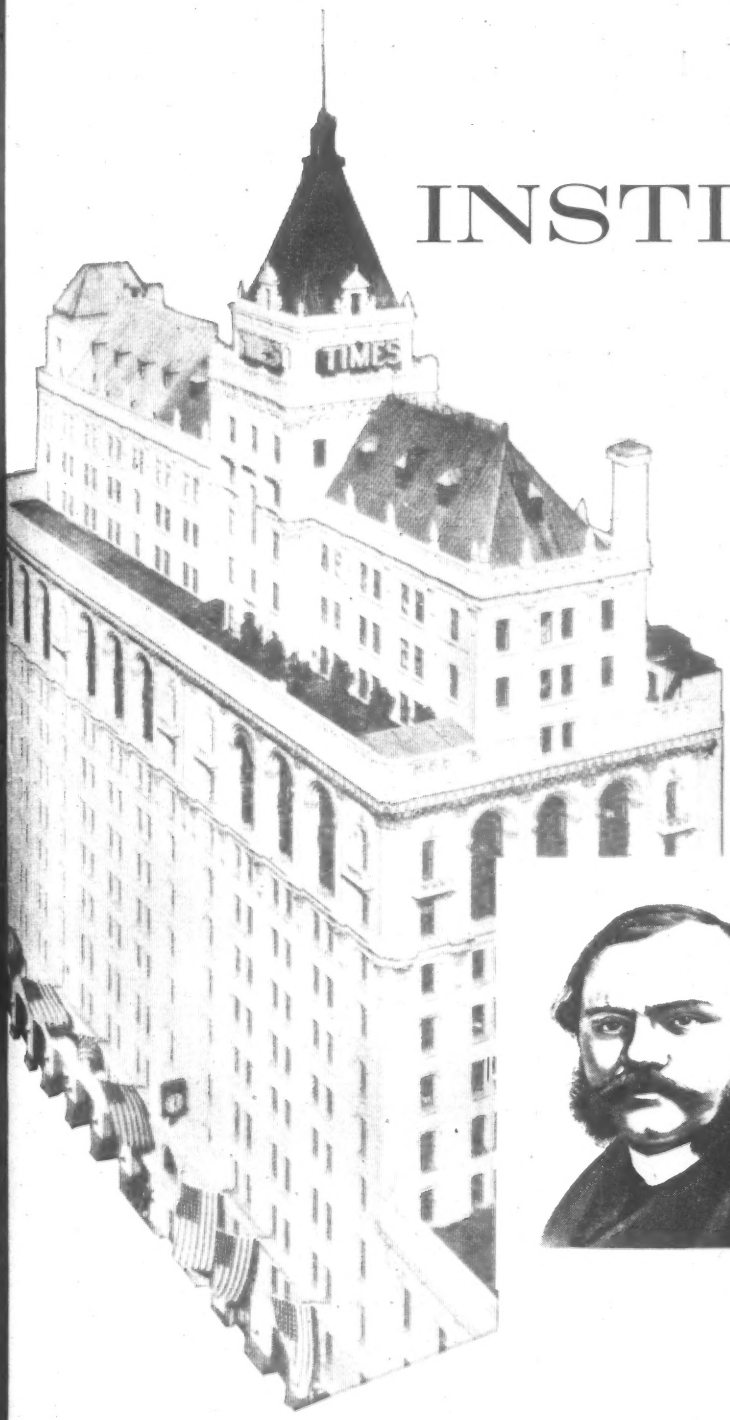
Radioman's thanks

EDITOR: Every radio man in the entire U.S. should take time to write and thank E. G. Neale Sr., president of Neale Adv. Assoc., Los Angeles, for the wonderful MONDAY MEMO in the June 12 issue on radio. . . . On behalf of the fine station for which I work; thank you! . . . I'm thoroughly convinced radiomen need more confidence in radio.—*Walter H. Stamper, Commercial Manager, WAPO Chattonooga.*

The Chicago story

EDITOR: The June 19 issue of BROADCASTING performs a real service for Chicago in providing a complete and intriguing story of our city. Reprints of the article are now being requested, which is a good indication of our reaction to the time and energies spent in arranging this detailed coverage.—*Thomas H. Coulter, Chief Executive Officer, Chicago Assn. of Commerce and Industry.*





GREAT INSTITUTIONS

...built on integrity

HENRY RAYMOND
Founder

THE NEW YORK TIMES

KWTV
OKLAHOMA CITY

KWTV · OKLAHOMA CITY Represented nationally by Edward Petry & Company, Inc.

In Chicago

IF BELL RINGS OR
RED LIGHTS FLASH
PRESS EMERGENCY
STOP THEN GO TO
CONTROL ROOM

... **Riccardo Levi-Setti and Anthony Turkevitch,** renowned nuclear scientists, work with this awesome $2.5 million cyclotron at the University of Chicago's Enrico Fermi Institute. Here on campus, under the west stands of the University's Stagg Field, the first nuclear chain reaction ushered in the Atomic Age.

In Chicago

WGN

RADIO

reaches more homes than any other Chicago radio station.*

**Nielsen circulation study, No. 2*

WGN IS CHICAGO

Quality · Integrity · Responsibility

MONDAY MEMO from RALPH DAVIS, Johnson & Lewis Co., San Francisco

Who took the creativity out of broadcast selling?

When it comes to sales techniques, I think the broadcast media representatives could take a few pointers from their brethren who sell food items to supermarket operators.

In the economic jungle of food sales, the salesmen are mercilessly separated from the order takers. The real salesmen survive (and prosper) because they not only know their products, but the supermarket operator's problems and objectives as well.

All too often the broadcast sales rep makes his presentation in a vacuum. He doesn't know *what* the agency is trying to accomplish nor how. And right here is where many commercials begin to fall short of their potential effectiveness.

Get the Answers ▪ If I were a rep, I would try to get from the timebuyer (and perhaps the account man) answers on (1) the general marketing objectives and how broadcast fits into the marketing plan; (2) the kind of commercials that are to be aired (and can I see or hear them?); (3) the special timely sales points or features of the product.

At Johnson & Lewis we know one rep who did a lot of thinking and planning and as a result he is doing a fine job for us, for our client and for his stations .

In April, we set up a series of temperature "packages" for our client, the Blitz-Weinhard Co. of Portland, Oregon. When the temperature reaches a certain point, the stations who have our schedule begin running our special temperature commercials. People drink more beer when the weather is warm, so the tie between the temperature and our client's product is a natural one.

There's nothing new about temperature commercials. They've been used over the years by a variety of companies. But the rep didn't merely come into the timebuyer's office and ask for a schedule of Blitz-Weinhard beer commercials. He asked a lot of questions and did a lot of research, and at no time did he have any assurance that he was going to be rewarded for his efforts. One of his big problems was, for example, determining the temperature variances in our marketing areas.

The Order Followed ▪ When he had thoroughly researched his proposal, he presented us with a plan that was complete in every detail: The number of spots in each recommended "package," the number of "packages," a list of his stations in our markets, the costs, and even a recommended letter of instructions to the stations. All we had to do was sign on the dotted line. We signed, and a few days after his presentation all the stations (most of them were his stations) had their schedules and the copy. The product, the medium and the elements are meshed and working together. This thoughtful, constructive selling is sadly lacking in the media business.

If these temperature packages work for beer, why won't they work for soft drinks? Why won't they work for fuel oil dealers in the fall and winter? Or gas companies and appliance stores who sell heaters?

My big question is, "Who took the creativity out of broadcast selling?" Occasionally, I overhear conversations between broadcast reps and our timebuyers. (My office is located near theirs.) Unfortunately, the only things I've overheard are two ageless paraphrases of: "But we haven't had an order from you in the last six months!" and "The station manager thinks you don't *like* me or something!"

Compare this plaintive pap with the edict laid down by the sales training manager of a large canned foods company when he said, "Boys, one thing I want you to know right now. You don't sell our product to the grocer. You give him *ideas* that help him sell our products."

Knowledge Is Power ▪ Every rep worth his coverage map should know as much as possible about the agency's clients and the agency's basic creative philosophy as well. How else can he effectively coordinate the time he has for sale with the product and the way it is to be presented to the consumer? (Maybe *you* like a liver bile commercial with your Wheaties, but not me!)

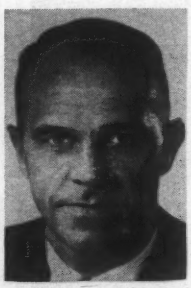
It stands to reason, too, that the advertising agencies who take the greatest pains to prepare highly creative selling commercials also welcome new and different media plans. I know that at Johnson & Lewis we believe radio and television should be used in a very special way. Our philosophy is that to lick 'em, you don't join 'em. To have our client's commercial stand out from the music, news and sports and the little B's that get into the bloodstream faster than the little A's, we don't write commercials that have the same threshold of interest as these things.

We welcome the offering of good time slots for the client's commercials, but the welcome is always much warmer when they are tied into a sound idea for moving the merchandise!

Everyone's Job ▪ Advertising agencies unquestionably share much responsibility for the lack of creative selling in the broadcast business. Too often the media department personnel are not asked to sit in on planning sessions. As a result, they are sometimes as much in the dark about over-all objectives as media salesmen. However, many agencies (and I'm happy to include ours) are breaking away from the traditional departmental lines of organization where media has been told, "Here's what we're going to do. You buy the space and time." More and more media people are being asked to contribute their ideas in initial planning stages. The client's dollars we're spending are *profit* dollars. Therefore, he should expect everyone connected with the spending of these dollars to be fully informed.

A recent study in one of the advertising trade magazines showed that 87% of agency media people believe that media salesmen should be given more information on client objectives.

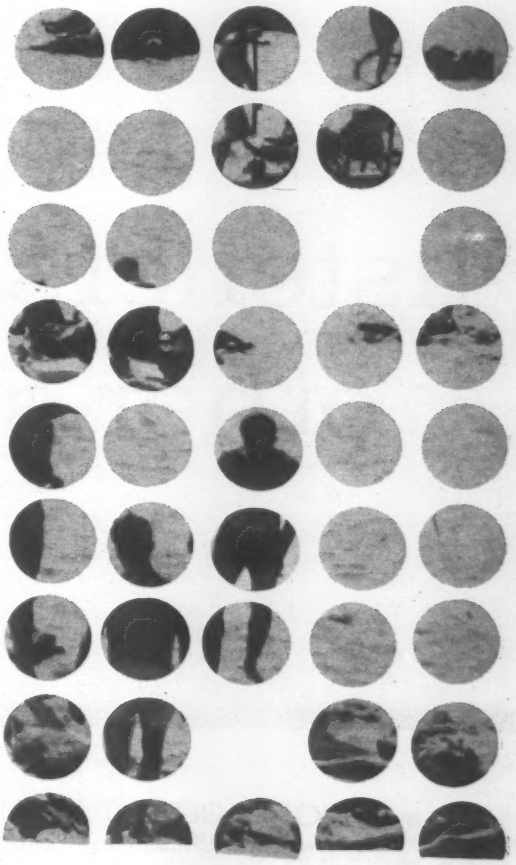
The key to creative selling, however, is simply this: when are 87% of the salesmen going to *ask* for the information?



Ralph Davis joined the San Francisco office of Johnson & Lewis Advertising in 1959 as an account executive servicing the Blitz-Weinhard account and the Travelers Cheque Department of Bank of America. He majored in advertising at the University of Texas. His background includes food sales, merchandising and several years as advertising copywriter and account executive. From 1957 to 1959, Mr. Davis was a partner in an advertising agency in Houston, Tex.

WELI

THE SOUND OF NEW HAVEN



When the heat's on, radio sells heavy! Summer fills the beaches of Connecticut — Madison, Guilford, Saybrook, Hammonassett. Big-Buy WELI reaches Connecticut's vast playtime audience as no other medium can! For your WELI Plus-Radio* Plan, ask your H-R man! In Boston call Eckels.

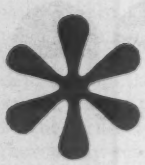
**Full-scale merchandising from Sound to Sales.*

5000 WATTS/960 KC
NEW HAVEN, CONN.

NOW!
GREATEST IN THE NATION!

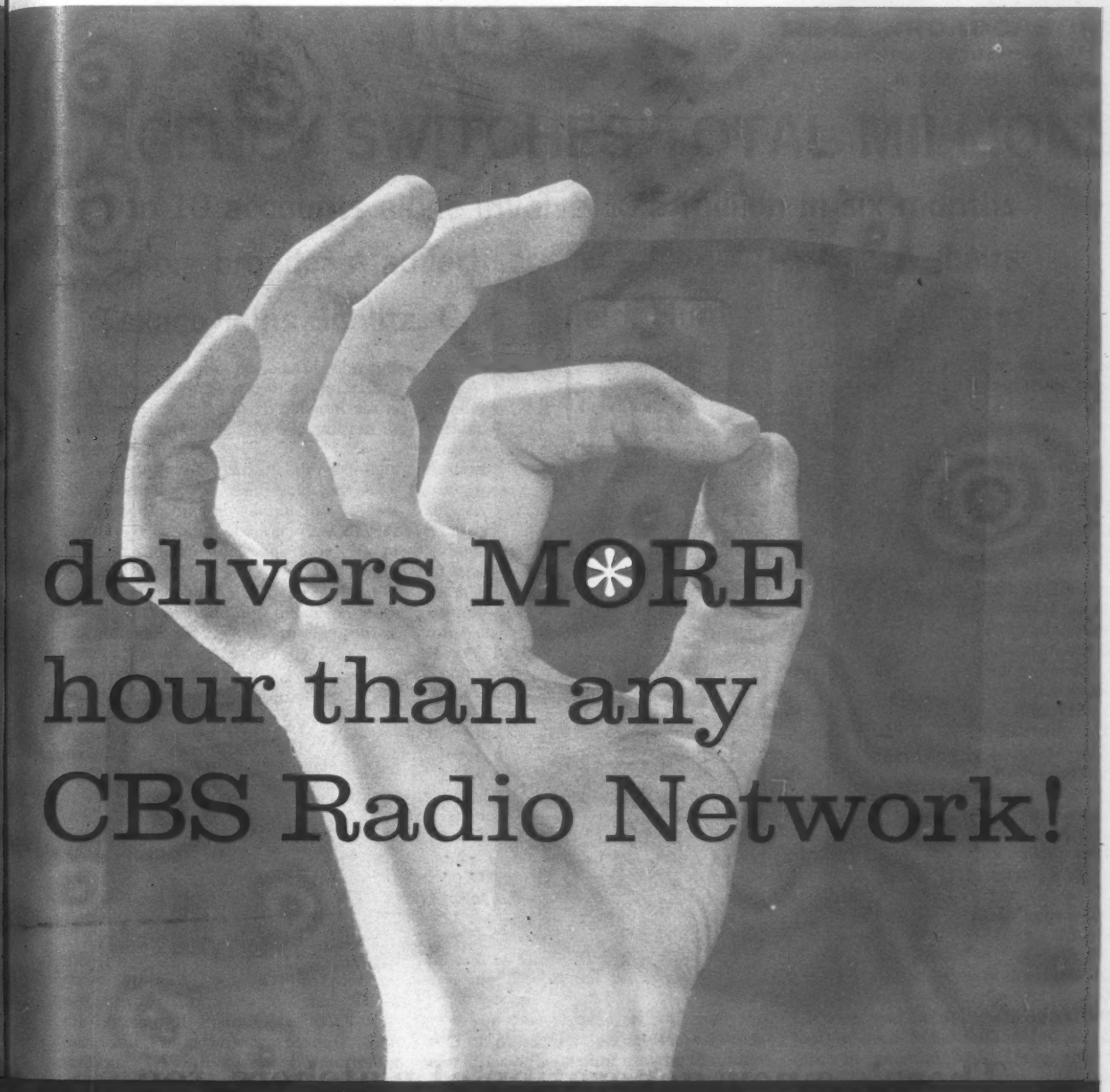
WCCO Radio

listeners per quarter-
other station of the



TOP ACCEPTANCE! Check *any* market in the nation—even such giants as New York, Chicago and Los Angeles. You won't find a station of the CBS Radio Network that matches the enormous WCCO Radio audience—60,000 in-home families per quarter-hour. What's more, this is a far bigger audience than that of all other Minneapolis-St. Paul stations *combined* (*59.2% share of audience*)! It's yours to sell at the Twin Cities' *lowest cost-per-thousand*—less than one-third the average of all other stations. Great *record* . . . great *buy* . . . with great *acceptance!*

Source: Nielsen Station Index/6:00 AM-Midnight, 7-day week. Latest reports available as of July 1, 1961.

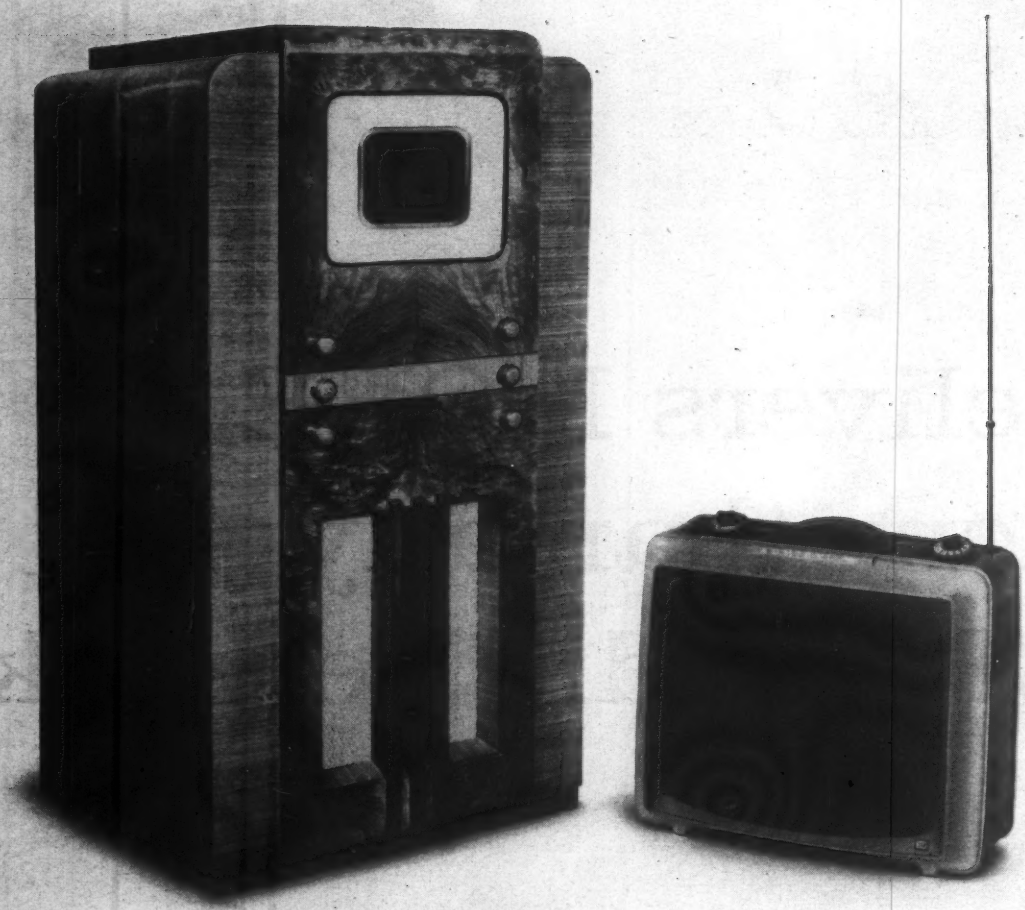


WCCO RADIO

Minneapolis • St. Paul

Represented by CBS RADIO SPOT SALES

Northwest's Only 50,000-Watt 1-A Clear Channel Station



There's a new generation of watchers, too.

Post-war families . . . younger, larger families . . . bigger spenders . . . with an obvious TV preference for ABC programs.

You don't have to slide slide rules or compute computers to find out who are the biggest spenders in America.

If you're the head of the household, if you're under 40, if there are five or more in the house, you're the biggest spender in America. You *have* to be. Maybe not on Minks-and-Mercedes . . . but in the Super-Market.

How does ABC-TV rate with such families?

First.

Currently, ABC has 23.1% (*per average minute*) of the homes where the head is under 40. Net Y has 19.8%. Net Z, 17.5%.*

Currently, ABC has 26.2% (*per average minute*) of the homes with 5 or more in the family. Net Y has 21.0%. Net Z, 18.2%.*

It would be strange were it otherwise . . . considering ABC's leadership in programming for the new generation of watchers.

Over the entire spectrum of communications—entertainment, sports, comedy, news, public interest—no network communicates as freshly, as dramatically, as vigorously as ABC-TV.

. . . The Real McCoys . . . The Untouchables . . . The Flintstones . . . ABC's Wide World of Sports . . . ABC-TV News Final . . . The Churchill Series . . . these are pointedly superior cases in point.

Another thing about those big spenders. You not only reach more of them on ABC. You reach them more economically.†

ABC Television Makes ABC your best buy in network television. Right? Right.

*Source: Nielsen TV Index Average Audience Ratings, Jan.-April 1961. Mon.-Sat. 7:30-11 P.M. Sun. 6:30-11 P.M.

†NTI Cost Reports, Jan.-April 1961, estimated time and published talent cost.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
July 10, 1961 Vol. 61, No. 2

AGENCY SWITCHES TOTAL MILLIONS

Top 10 accounts alone involve $75 million in six months

40 big broadcast advertisers play game of musical chairs

Texaco joins Schlitz, Chesterfield, Hunt others in changes

In a six-month period of account switches involving some 40 major radio-tv advertisers, the top-10 account shifts alone represented nearly $75 million in annual billings.

This staggering total of billing dollars was compiled as the Madison Ave. malaise of moving about by clients continued through the very last day of June—announcement on June 30 of stable Texaco Inc.'s shift of $14.5 million in yearly billing and some $12 million of that in radio and television from Cunningham & Walsh to Benton & Bowles (see story, page 30).

A compilation by BROADCASTING of the top radio-tv account switches during the first half of 1961 (see chart, page 28) showed the following other nine "leaders" by approximate billing:

Schlitz brewing, $16 million; Chesterfield, $10 million; Hunt Foods, $9 million; Lever Bros. (partial), $6 million; American Airlines, $6 million; Bulova, $4 million; Congoleum-Nairn, $3.1 million; Schick, $3 million; General Time (Westclox division), $3 million.

Two other advertisers, though not in this hypothetical "top 10," also have spent considerable sums in broadcast advertising from time to time. These are Pittsburgh Plate Glass, $2.5 million, and Philip Morris (partial), $2.2 million. (A full capsuled description of each major account switch is printed below.)

Among the highlights and trends in radio-tv account changes during the January-June period:

▪ An obvious movement from the smaller or regional agency to the larger, greater billing agency. As explained by one agency consultant, this swing is hastened by today's desire of an advertiser to obtain the "total marketing" service provided by the larger, New York- or Chicago-based agency.

Some of these changes included such advertisers as American Dairy Assn. leaving Campbell-Mithun, Chicago, for Compton Adv. in New York; Congoleum-Nairn transferring its business from Keyes, Madden & Jones to J. Walter Thompson; Eldon Industries moving from Guild, Bascom & Bonfigli to Kenyon & Eckhardt; General Insurance Co. of America switching from Cole & Weber to Lennen & Newell; Tidy House detergent (Pillsbury Co.) from Guild, Bascom & Bonfigli to McCann-Marschalk, and Squirt from Honig-Cooper & Harrington to Donahue & Coe.

▪ The rise in new business of such smaller agencies as McCann-Marschalk and the apparent business attrition at such agencies as Kenyon & Eckhardt—though at K&E the trend now is of increasing the annual billing of current advertisers.

▪ The ever-present exception to the rule or trend: A General Time (Westclox division) account moving the other way, from the large agency (BBDO) with multi-services to the smaller advertising company (Hicks & Greist).

Fitzgerald Woes ▪ Perhaps the most stunning example of the regional advertising agency suffering from Madison Ave.'s continuing pastime of account switches: The Fitzgerald Agency in New Orleans which last year billed some $14 million from its accounts but because of a $9-million walkout of Hunt Foods followed by other defections has now been humbled to an agency that can boast only an estimated $2 million a year.

For many the first half of 1961 has been a boon for the big-size agency operation: Young & Rubicam, which though it lost the $6-million American Airlines, picked up Hunt Foods' $9 million in billing; J. Walter Thompson, which suffered a $16 million loss in Schlitz' move to Leo Burnett, easily countered by gaining additional Lever Bros. business (Handy Andy, Spry, Air Wick and Dinner-Redy) amounting to some $6 million, the $10 million-plus Chesterfield account (from McCann-Erickson) and another $3.1 million from Congoleum-Nairn and $2.5 million from Pittsburgh Plate Glass.

Benton & Bowles would appear to be well out in front for the first six months. Texaco's $14.5 million business must be added to still another $2.2 million worth of Philip Morris (ASR Division and Benson & Hedges), for a total of some $16.7 million and perhaps more in potential, while losing only the $3-million Schick account. Another gainer: Sullivan, Stauffer, Colwell & Bayles, up $4 million with Bulova and Lever's "All" detergents (another $4

Fourth of July holiday fails to slow commission's pace

Last Thursday (July 6) was a busy day at the FCC.

At its regular meeting (a day late because of July 4 holiday), the commission took these significant actions:

▪ Adopted and issued for rule-making its revised program reporting forms, including separate sections for tv and am-fm (see page 48).

▪ On a 4-3 vote, sent a pre-hearing letter on the application for approval of the sale of WMGM New York to Crowell-Collier (see page 66).

▪ Sent similar letter on renewal application of WINS New York, stalling proposed sale to Storer Broadcasting Co. Two commissioners voted to set the case for immediate hearing (see page 66).

▪ Named three-commissioner committee to take whatever steps are necessary to preserve FCC authority over location of broadcast towers following staff report on tall tower rules of Federal Aviation Agency (see page 61).

On the same day, the commission received a unanimous court of appeals decision affirming the FCC's course of action in the Miami ch. 10 ex parte case (see page 58).

Accounts changing agencies in past six months

ADVERTISER	TO	FROM
American Airlines	DDB	Y & R
American Dairy Assn.	Compton	Campbell-Mithun
Benrus Watch Co.	L & N	Grey
Hazel Bishop	North	Raymond Spector
Bulova Watch Co.	Peerless	McCann-Erickson
Chock Full O Nuts Corp. (coffee)	SSC & B	Grey
Colgate-Palmolive	Norman, Craig & Kummel	McCann-Erickson
Ajax		
Spree		
Congoleum-Nairn (floor coverings)	JWT	Keyes, Madden & Jones
Coty	D-F-S	BBDO
Eldon Industries (toys)	K & E	Guild, Bascom & Bonfigli
Elgin National Watch Co.	McCann-Marschalk	JWT
General Insurance Co. of America	L & N	Cole & Weber
General Time (Westclox)	Hicks & Griest	BBDO
Hunt Foods & Industries	Y & R	Fitzgerald Adv.
Wesson		
Blue Plate		
Lehn & Fink Products (beauty aids)	F & S & R	Ted Bates
Lever Bros:		
Handy Andy	JWT	K & E
Spry	JWT	K & E
Praise	Reach, McClinton	K & E
All detergents	SSC & B	NL & B
Swan Liquid	BBDO	NL & B
Air-Wick	JWT	FC & B
Dinner-Redy	JWT	K & E
Liggett & Myers	JWT	McCann-Erickson
Chesterfield		
Oasis		
Duke		
Longines-Wittnauer	Kenilworth	Victor Bennett
Parker Pen Co.	Burnett	Compton
Philip Morris:		
A. S. R. Products	B & B	K & E
Benson & Hedges	B & B	DDB
Ronson lighters	DDB	NC & K
Alpine	Burnett	DDB
Pillsbury Co.		
Tidy House (detergent)	McCann-Mars.	GB & B
Pittsburgh Plate Glass	JWT	BBDO
Revell Inc. (toys)	Fletcher Richards, C & H	C & W
Schick Inc. (razors)	NC & K	B & B
Jos. Schlitz Brewing Co.	Burnett	JWT
Scripto Pens	McCann-Erickson	Donahue & Coe
Sears, Roebuck & Co. (stores)	Ogilvy, Benson & Mather	C & W
Socony Mobil Oil Co.	Ted Bates	Compton
Squirt Co.	Donahue & Coe	Honig-Cooper-Harrington
Texaco	B & B	C & W
Transogram Co. (toys)	Mogul, Williams & Saylor	Wexton
U. S. Time Corp. (Timex)	W & L	W. B. Doner
Vic Tanny Enterprises	KHCCA (all except western billing)	Stahl & Lewis
Vitamin Corp. of America	Cohen & Aleshire	Daniel & Charles
Rybytol		

million), or a total of $8 million.

On The Other Side ▪ Feeling the pinch in the January-June period are McCann-Erickson which gained nearly $1 million with its Scripto addition but dropped other accounts, Chesterfield ($10 million) noteworthy among them: and Cunningham & Walsh whose sudden walkaways include Texaco, Sears Roebuck (may build up to $4.5 million this year), Revell Inc., and Smith-Corona.

To spotlight the sudden shifting on Madison Ave.: exactly a month ago an observer predicted in print that few additional agency shifts would occur among stable, or "profitable" companies. An example given was the same Texaco Inc., now a newcomer to B&B's client list.

Here is a recap of all major and some other radio-tv account shifts (for still others, see table, at left):

JWT's Fate ▪ J. Walter Thompson, with ups and downs in major accounts this year, picked up $10 million in billing ($7 million broadcast) from McCann-Erickson when Liggett & Myers moved its Chesterfield, Oasis and Duke brands to JWT in May.

Philip Morris maneuvered about $4 million of its business among three agencies. The largest plum went to Leo Burnett, which picked up about $3.4 million for Alpine cigarettes from Doyle Dane Bernbach. Other portions of the account were Benson & Hedges to Benton & Bowles from DDB and Ronson lighter from Norman, Craig & Kummel to DDB.

The defection of Hunt Foods & Industries (Wesson Div. and Blue Plate Div.), New Orleans, to Young & Rubicam, Los Angeles, from Fitzgerald Adv., New Orleans, was a $9 million loss for the southern agency. Together with the loss of a group of smaller accounts in recent months, Fitzgerald's billing dipped from about $14 million in 1960 to slightly more than $2 million in mid-1961. Coincidentally, Fitzgerald's president, Robert Carley, joined Y&R last week (WEEK'S HEADLINER, page 10).

After a search of several months, listening to presentations from many agencies, American Airlines steered its $6 million account to Doyle Dane Bernbach. Y&R lost the business.

Vic Tanny Enterprises, aiming for broader coverage because of its expansion program, appointed Kastor, Hilton, Chesley, Clifford & Atherton, New York, as agency for all its advertising except the western region, which remained at Stahl & Lewis Adv., Hollywood. The budget is about $2 million, largely in spot tv, with KHCC&A obtaining the major share.

Lehn & Fink Products, New York, assigned four of its beauty products to

Fuller & Smith & Ross, plucking away $2 million (all in tv) from Ted Bates & Co.

McCann-Erickson, which lost ground in the past six months, relinquished the $4 million Bulova Watch Co. business to Sullivan, Stauffer, Colwell & Bayles in early May.

Lever Changes ▪ Handy Andy, Spry and Praise, three Lever Bros. brands handled by Kenyon & Eckhardt left that agency and divided their $3 million billing (almost half in broadcast) between J. Walter Thompson (Handy Andy and Spry) and Reach, McClinton (Praise).

Congoleum-Nairn, Kearny, N. J., transferred its $3.1 million account, handled by Keyes, Madden & Jones, to J. Walter Thompson.

Colgate-Palmolive's Ajax and Spree moved from McCann-Erickson to Norman, Craig & Kummel. Two brands bill $3 million in the broadcast media.

Lever Bros. revamped its agency relationship drastically during the period. It assigned $4 million business—its "All" detergents—to Sullivan, Stauffer, Colwell & Bayles, dropping Needham, Louis & Brorby. The company's Air Wick and Dinner-Redy accounts (total tv billing alone is $1.5 million) were shifted to J. Walter Thompson from Foote, Cone & Belding and Kenyon & Eckhardt respectively.

Schick Inc. dropped Benton & Bowles for its $3 million electric razor business and assigned it to Norman, Craig & Kummel. About one-half of the budget is in radio-tv.

The American Dairy Assn. shifted half of its $4 million account from Campbell-Mithun, Chicago, to Compton Adv., New York.

Pillsbury Co.'s Tidy House detergent, which bills an estimated $1.8 million, went from Guild, Bascom & Bonfigli, San Francisco, to McCann-Marschalk, New York.

Coty Inc. moved, in 1961, from BBDO to Dancer-Fitzgerald-Sample. Seventy-five percent of its $1 million billing is in radio and tv.

General Insurance Co. of America, Seattle, switched its $1.5 million in billing from Cole & Weber to Lennen & Newell.

Scripto Pen Co., Atlanta, moved its $1 million account from Donahue & Coe to McCann-Erickson, a bright spot in a gloomy picture for McCann during the first six months of the year.

Eldon Industries, Hawthorne, Calif., toy manufacturer, using spot tv to the amount of $1 million, took its business to Kenyon & Eckhardt. It had formerly used Guild, Bascom & Bonligli.

Other important shifts reported over the past six months: Elgin National Watch Co. from J. Walter Thompson to McCann-Marschalk ($1.5 million); U. S. Time Corp. (Timex) from W. B. Doner Co. to Warwick & Legler ($2 million); General Time Corp. (Westclox Div.) from BBDO to Hicks & Greist ($3 million), and A.S.R. Products from Kenyon & Eckhardt to Benton & Bowles ($1.6 million).

Network tv wins 33 new advertisers

FIRMS WIDENING DISTRIBUTION ADD $5 MILLION TO MEDIUM'S TOTALS

A total of 33 advertisers, with combined gross time expenditures of an estimated $5.1 million, used network tv for the first time during the 1960-61 season, according to a compilation by BROADCASTING magazine.

Of the 33 new-to-network companies, one spent more than $1.5 million in the medium; four spent more than $300,000; three spent more than $200,000; four spent more than $100,000; six spent more than $50,000; 12 spent more than $25,000; and only three new advertisers spent less than $25,000.

Leading new network tv advertiser in 1960-61 was Mead Johnson Co., Evansville, Ind., which spent $1.63 million in gross time expenditures on behalf of its Metrecal dietary for weight control product. Mead Johnson was followed by Food Manufacturers Inc., Hackettstown, N. J. and Houston, Tex., with $383,500 billings from M&M candies and Uncle Ben's Rice; Continental Wax Corp., Mt. Vernon, N. Y., at $337,447; McCall Corp., New York, at $320,165; and Better Vision Institute, New York, with billings of $313,971 for the Ophthalmic Industry Assn.

Some of the advertisers who used network tv for the first time this past season were attempting to introduce new products to a large segment of the consumer population. These include Photocopy Equipment, Hammons Snow Grip Spray, Metrecal and Aerosol bombs.

Going National ▪ Other advertisers used network tv to focus wide-scale public attention on products that formerly only had limited appeal, but which, in our affluent society, are within almost every household's means. Examples of such products are bowling equipment, outboard motors, home furnaces, air conditioning, typewriters, bubble bath and expensive imported toiletries.

Many of the new advertisers go in for heavy spot tv schedules, but for a particular campaign felt that network tv had more to offer. Some like Miller Bros. Hats, for Adams hats, formerly limited their advertising to other media like radio or print.

The estimated network tv gross time billings were taken from lists compiled by Leading National Advertisers-Broadcast Advertisers Reports and released by the Television Bureau of Advertising. They cover the period from Sept. 1, 1960 to May 1, 1961.

New Network Users ▪ The 33 advertisers new to network tv in 1960-61 season (including their gross time expenditures, and agencies that handled their business) are:

American Photocopy Equipment Co., New York, (photocopy equipment and supplies)—$105,351. Agency: Irving S. Rosenbloom & Assoc., Chicago.

Better Vision Institute, New York (Opthalmic Industry Assn.)—$313,971. Agency: Doherty, Clifford, Steers & Shenfield Inc., N. Y.

Buitoni Food Corp., Hackensack, N. J. (macaroni products)—$88,000. Agency: Albert Frank-Guenther Law Inc., N. Y.

Chanel Inc., New York (perfumes and toiletries)—$48,592. Agency: Norman, Craig & Kummel Inc., N. Y.

Coleman Co., Wichita, Kan. (liquid fuel, lanterns, air conditioning equipment)—$42,790. Agency: Potts-Woodbury Inc., Kansas City, Mo.

Continental Oil Co., Houston—$111,430. Agency: Clinton E. Frank Inc., Chicago.

Continental Wax Corp., Mt. Vernon, N. Y.—$337,447. Agency: Product Services Inc., N. Y.

Dr. Pepper, Dallas. (soft drink)—$52,000. Agency: Grant Advertising Inc., Dallas, Tex.

Electric Storage Battery Co., Philadelphia—$70,240. Agency: Meldrum & Fewsmith Inc., Cleveland.

J. H. Filbert, Baltimore. (Mrs. Filbert Maragrine and mayonnaise)—$130,740. Agency: Young & Rubicam Inc., N. Y.

Food Manufacturers, Hackettstown, N. Y. & Houston. (M & M Candies and Uncle Ben Rice)—$383,500. Agency: Ted Bates & Co., N. Y.

General Insurance Co. of America, Seattle.—22,000. Agency: Lennen & Newell Co., N. Y.

Hammons Products Co., Stockton, Mo. (Hammons Snow Grip Spray)—$24,000. Agency: Potts-Woodbury Inc., Kansas City, Mo.

Kiekhaefer Co., Fond du Lac, Wis. (Mercury Outboard Motors)—$31,000. Placed direct.

Kurlash Co., Rochester, N. Y. (toilet requisites and ladies cosmetics)—$51,960. Agency: Ehrlich Neuwirth & Sobo Inc., New York.

Little Crow Milling, Warsaw, Ind. (flour and cereals)—$42,000. Agency: Edward H. Weiss & Co., Chicago.

Malt-O-Meal, Minneapolis, (flour and cereals)—$273,705. Agency: Campbell-Mithun Inc., Minneapolis, Minn.

McCall Corp., New York (magazine publisher)—$320,165. Agency: Grey Advertising Inc. N. Y.

Mead Johnson Co., Evansville, Ind. (Metrecal)—$1.63 million. Kenyon & Eckhardt Inc., N. Y.

Merritt-Chapman & Scott Corp., New York (Devoe & Reynolds Paints)—$41,000. Agency: Fairfax Inc., N. Y.

Miller Bros. Hats, New York (Adam Hats)—$48,018. Agency: Mogul, Williams & Saylor Inc.,

N. Y.

N.E. Mutual Life Insurance Co., Boston—$60,223. Placed direct.

Phillips Petroleum Co., Bartlesville, Okla. (Phillips 66 Gasoline & Motor Oil)—$244,056. Agency: Lambert & Feasley, N. Y.

Plasti-Kote Inc., Cleveland (Aerosol Products)—$8,300. Agency: Alan M. Shapiro, Philadelphia.

J. Nelson Prewitt Inc., Rochester, N. Y. (Matey Bubbling Bath)—$228,000. Agency: Hanford & Greenfield Div. of Hutchins Advertising, Rochester, N. Y.

Retail Clerks International Assn., New York—$179,000. Placed direct.

Schaper Mfg. Co., Minneapolis. (children's games and toys)—$40,000. Agency: Playmore Marketing Adv. Corp., Minneapolis.

S. & N. California Renault Dealers, San Francisco and Los Angeles—$41,740. Placed direct.

Smith-Corona Marchant Inc., New York (typewriters)—$35,956. Agency: Placed through Cunningham & Walsh, N. Y. (before leaving agency in June, 1961).

Stowe Woodward Inc., Newton, Mass. (Ebonite bowling equipment)—$29,000. Agency: John C. Dowd Inc., Boston.

West Bend Aluminum Co., (outboard motors)—$51,000. Agency: Pigeon Savage Lewis Inc., Minneapolis.

Williams Furniture Co., Sumter, S. C.—$43,771. Placed direct.

Windsor Industries Inc., New York (Bates bedspreads)—$28,000. Placed direct.

'They're playing our song'

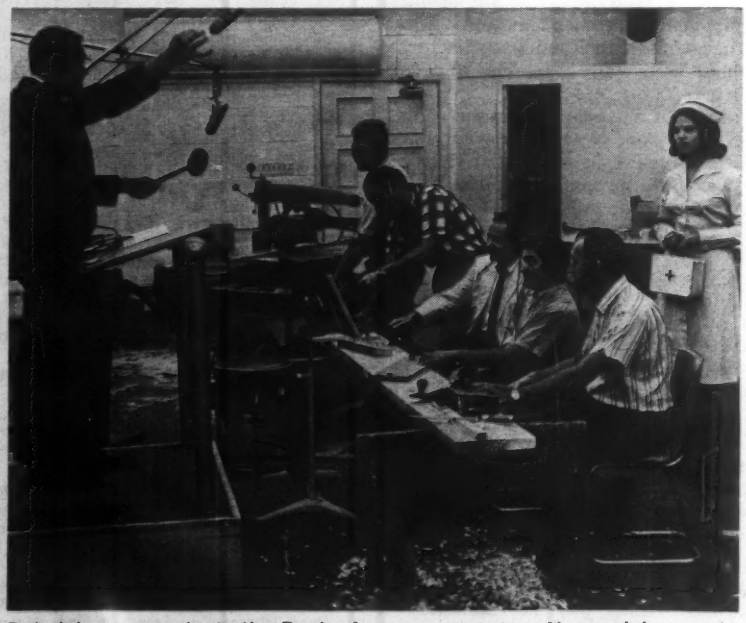
Ping-ping-ping Wham! Zzzzzzzz! RrrRrrRrr! Whap-a-tap, whap-a-tap! Zing-a-zing-zing!

Whatever that seems to be, it's really "Music to Improve Your Home By," the theme song of a new 30-second radio commercial composed for the Bank of America by its agency, Johnson & Lewis, San Francisco, to promote the bank's Timeplan Home Improvement Loans. The spot is currently in a five-week run in major California markets.

Using no musical instruments of any variety, the jingle is orchestrated for power saw, hand saw, hammer-on-nails, hammer-on-wood, plane and wood file. Adapting himself to the tenor of the instrumentation, the conductor calmly proceeds to wave a wooden mallet in place of the usual baton.

The commercial starts with the "instruments" coming in one at a time. As they begin to establish a Latin American beat, a voice is heard, calling out: "Hey Sam. What's goin' on around here?" Sam replies: "Oh, hi! I'm just making a few improvements around the house. Got a Timeplan Home Improvement Loan last week—from the Bank of America." That's all the words. The rest is rhythm.

"We trust," said a spokesman for Johnson & Lewis, "that a good many Californians will say, 'Listen, dear, they're playing *our* song.' "



Bob Johnson conducts the Bank of America's 'orchestra' in a radio jingle scored entirely for carpenters' tools. The swinging group includes four professional musicians and one carpenter. No musician would touch the power saw. Standing by with first-aid gear is 'nurse' Kim Fleming from Johnson & Lewis, Bank of America's agency.

B&B acquires Texaco account

Texaco Inc., New York, the nation's fourth-largest oil company, sixth-biggest manufacturing corporation and heaviest advertiser in the oil industry, shifted its consumer advertising account on June 30 from Cunningham & Walsh to Benton & Bowles, both New York. The move is effective Oct. 1.

Texaco billed an estimated $14.5 million last year, which with discounts amounted to approximately $12 million. Most of those billings were placed in tv, with the company's 1960 gross time expenditures in network tv alone coming to $12,161,822. In the first four months of this year, Texaco has spent more than $4 million in network tv. Billings involved in the company's sponsorship of the Metropolitan Opera broadcasts on radio (now in its 21st year) were not included. These are handled by an independent radio packager, G. H. Johnston Inc., New York.

Cunningham & Walsh controlled all of the oil company's consumer account since January, 1957, and previous to that time, it had handled a part of the account for a number of years. The loss of the account was the second major blow to C & W in a short period of time. Last month Smith-Corona Marchant Inc., which had been a client for 26 years, pulled its approximately $1.5 million in billings from the agency.

Benton & Bowles got the Texaco appointment without making any formal presentation. Agency staffers, however, were told in an inter-office memo, that the decision was made only after the agency had been subjected to a thorough department-by-department analysis conducted by Texaco.

No reason was given for the account switch.

Texaco, which ranks first as a profitable firm among all domestic oil companies, has gross assets of $3.6 billion, and is said to be prepared to spend $3 billion for expansion in the next five years.

The G. M. Basford Co., New York, which handles Texaco's industrial advertising, was not effected by the change.

Storer Tv Sales expands

Storer Television Sales Inc., newly formed station representative located in New York and Chicago, has opened four additional regional sales offices, it was announced June 30. New offices are in Atlanta, Detroit, Los Angeles and San Francisco. Storer represents its own WAGA-TV Atlanta; WJW-TV Cleveland; WJBK-TV Detroit; WITI-TV Milwaukee, Wis., and WSPD-TV Toledo, Ohio.

IT'S A BIG BALL PARK...

. . . And it's big league television. WHO-TV tags viewers in 57 Central Iowa counties. Annual retail sales in this area exceed $2 billion (and of these, 75% are made *outside* Metropolitan Des Moines).

The vast viewing area outside Des Moines contains a large percentage of America's richest farmlands. Iowa has more top farm-income counties than the second- and third-place states combined. In fact, 83.4% of *all* Iowa farms are in the U.S.D.A.'s high-income groups.

Your messages on WHO-TV reach these high-income farmers, and you also get Metropolitan Des Moines — Iowa's largest metro market — as a bonus!

Ask your PGW Colonel for the facts on WHO-TV and the $2 billion Central Iowa television market.

Source: Sales Management Survey of Buying Power, July 10, 1960; SRDS, January 1, 1961, and U.S.D.A. Census Reports.

WHO-TV is part of Central Broadcasting Company, which also owns and operates **WHO** Radio, Des Moines **WOC** and **WOC-TV**, Davenport

WHO-TV

Channel 13 • Des Moines

NBC Affiliate

Peters, Griffin, Woodward, Inc.
National Representatives

FRINGE VIEWING FORMULA

McCann-Erickson claims method can measure viewing in counties outside station's metropolitan area

McCann-Erickson Inc., New York, claims to have solved the problem of calculating the ratings of tv stations and programs to cover viewing in areas outside as well as inside the metropolitan counties of television markets.

An announcement from the agency today (July 10) said a mathematical formula devised by its media research department after a year of work represents "a major breakthrough" in the field. The agency said it has tested applications of its formula over the past four months and found its estimated ratings of total audiences were "essentially accurate." Specifics of the formula are confidential, an agency spokesman said.

A 37-page report on McCann's project, called "Television County Rating Indicators, a New Dimension in Media Measurements," gives details on the undertaking. At the outset, it defines the problem that has faced advertising agencies and advertisers planning to use television in this way:

"Circulation figures for magazines and newspapers are available on a county basis. Since these data can be related directly to an advertiser's sales territories, comparison of advertising weight delivered and allocations of advertising costs by marketing area can be made with considerable accuracy.

"The same precision has not been available heretofore for television. Currently ratings—the basic measure of television circulation—are available for individual stations only in the metro-countries of a television market, covering only a fraction of a station's zone of influence."

Figure for Each ▪ The need therefore, McCann stresses, was a rating figure for each station in each county in which some viewing of the station exists.

The report refers to various approaches used in the past to cope with the problem but calls these attempts "rule-of-thumb methods, which everyone recognizes are inadequate." For example, contour maps are said to be "simply measurements of the signal strength of a station, which ignores viewing habits." Coverage levels are described as merely measurements of the proportion of tv homes in a county which have been exposed to each station over a period of time, but can "easily mask the true value of relative popularity of different stations."

McCann notes that normal application of the coverage concept, using a 50% cut-off, can penalize some stations unfairly because projecting metro-county ratings to non-rated counties "assumes fallaciously that similar viewing habits exist throughout a television station's zone of influence."

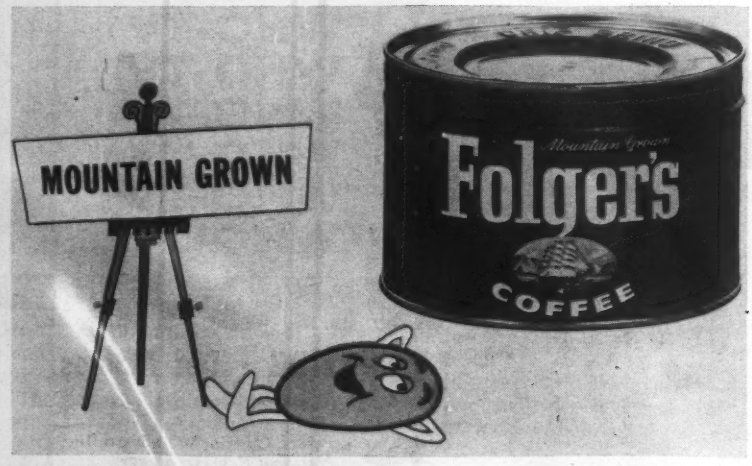
McCann hails its Tv County Rating Indicators as "the new and exclusive . . . solution," and claims it is a formula which "projects an average rating level for every tv station where any viewing of the station occurs." The indicator, McCann explains, is an index which re-

'Controversial topics' for coffee tv campaign

J. A. Folger & Co. is getting ready to launch a controversial campaign for Folger's Coffee with a series of 20-second tv spots to be used throughout the 10 western states, including Alaska and Hawaii, plus British Columbia, starting in August.

The tv spots, created by the Folger agency, Fletcher Richards, Calkins & Holden, San Francisco, and produced by Playhouse Pictures, Hollywood, deal with such controversial topics as Red China ("Folger's tastes good whether it's served in a plastic cup, a paper cup or a cup of red china"), four letter words ("pure, good, rich, best"), Moscow ("I get red in the face when I think that people in Moscow can't get Folger's"), crime ("It's a crime if you don't drink Folger's"), nudity (". . . and that's the naked truth"), United Nations ("coffee from many nations united into a superb blend") and psycho-analysis ("anyone who doesn't drink Folger's ought to have his head examined").

Each spot opens with the coffee bean standing beside a can of Folger's and in front of an easel bearing the title card of the spot. The bean announces the topic and flips the cards, revealing one reading "mountain grown." This is the second card in each spot in the series, emphasizing the salient sales point that Folger's coffee is mountain grown coffee. The bean then proceeds with his lecture, always concluding with the words "the coffee that speaks for itself." At that cue, the lid of the can opens and the can says "Folger's." Simultaneously, the words "When I say coffee—I mean Folger's" appear below the can in the picture.



The seven 20-second commercials are augmented by three 10-second spots, also featuring the bean and the can and the concluding sequence but lacking the controversial angle. Instead, the 10-second animated sequences open with wordless action, such as the bean getting entangled in the mike cord and winding up in a snarled mess of wire, or amorously embracing the can or looking the other way and bumping into the can painfully.

Robert Pritikin of Fletcher Richards, Calkins & Holden was copywriter for the series and Jack Keeler, also of the agency, was art director. Pete Burness of Playhouse Pictures was animation director. Mel Levin was the voice of the bean, Candy Candido, that of the can.

"RANKS AMONG THE FINEST FILMS EVER MADE!"

–CORONET MAGAZINE

KIRK DOUGLAS

"PATHS OF GLORY"

THE A-OKAY'S...
32 RECENT FINE FEATURE MOTION PICTURES FROM UNITED ARTISTS

L.C.C.

UNITED ARTISTS ASSOCIATED, INC.

NEW YORK 247 Park Avenue, MU 7-7800 ■ DALLAS 1511 Bryan St., RI 7-8553
CHICAGO 75 E. Wacker Dr., DE 2-2030 ■ HOLLYWOOD 1041 N. Formosa Ave., HO 6-3429

Nielsen's below-the-surface look at New York

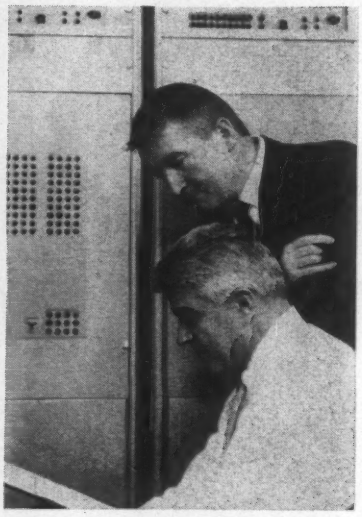
During an average week, 99% of New York tv homes use their sets. A. C. Nielsen Co. unearthed this statistical claim in a Nielsen Station Index special tv report released today (July 10).

In its first study "below the surface of rating levels," the company has compiled several thousand facts about the New York television audience for a report titled "The Distribution of Tv Viewing."

Calling its comprehensive report on New York tv station audiences a new kind of local study, the Nielsen rating service said that information of this scope had heretofore been available only on the national level. The report provides a complete profile of the audience each of the seven New York tv stations attracts during (1) an average day, (2) a typical week and (3) a typical four-week period. The full report is furnished only to NSI subscribers.

To determine what kind of homes make up the individual station audiences, Nielsen reported audiences by family income, education of the head of the house, occupation, family size, age of housewife, age of head of house, geographic area (New York City and remainder) home ownership and volume of tv viewing.

Prime Time For All ▪ Among the questions answered for advertisers in the report is one about the problem of the "light viewing" home. Tv advertisers assume that since homes differ in the amount of time they spend viewing tv, the "light viewing" home is a harder target. The NSI study shows that 9 to 10 p.m. is the prime viewing hour even for these light viewers. It also shows that 32.1% of the prime time audience of one station comes from this light viewing group while the seven station average is only 19.7%.



George Blechta (seated), Nielsen vice president and Bill MacDonald, Nielsen account executive, examine New York home-viewing data.

Nielsen came up with more surprises in the weekly and four-week cumulative (unduplicated) audiences reported in the study. It has been maintained that daytime tv is viewed largely by the same people. The study shows that although only 9% of New York tv homes use tv on an average day between 6 and 10 a.m., in four weeks these early morning viewers include 71.4% of all New York tv homes. Some of these homes are infrequent morning viewers. The one-third of the viewers who do the most tv viewing account for over two-thirds of the viewing done during these hours.

Data for this NSI special report were drawn from the tuning records of a 220 home sample distributed (according to tv home density) among the 17 counties comprising metropolitan New York. Home-by-home tv viewing records were obtained via the Nielsen Instantaneous Audimeter technique which keeps a minute-by-minute record of tv use while also retaining the identity of the reporting homes. The survey period was from Mon., March 6, through Sun., April 2, 1961.

Nielsen said the following questions and answers are general examples of its analysis of tv activity:

Q. Nationally a greater proportion of the larger families watch tv, as a general rule, than is the case with smaller families. Is this so in New York?

A. Yes. In all day parts in March, on the average day, the level of tv use among larger families was in every case substantially higher. Between 5:30 and 7 p.m. for example, the tv usage by large families (that is four or more persons) averaged 51.3%. Tv families of one to three persons, however, were only using their set to the extent of 37.8%.

Q. Do all stations show this same pattern?

A. One non-network station accounted for 14.7% of all large-family tv viewing between 5:30 and 7 p.m. and was the leading station in this group. Among smaller families the tuning to this station was only 5.4%, a third as much.

In brief, the dual significance of the NSI study lies in its value to advertisers, who can buy New York tv more intelligently—they can schedule to reach their potential customers, and as a sales tool for stations to demonstrate what kinds of homes tune in and to point out specialized audiences.

flects the average rating level for a station in each non-rated county reached, relative to known metro-county rating.

The indicator, McCann reports, was developed from an analysis of each station's share of viewing households, and the agency adds: "Thus, for the first time, a station's total audience for any time period, as reported by the rating services, can be broken down for each individual county within the station's zone of influence."

In developing the formula for constructing the Tv County Rating Indicators, McCann examined metro-county ratings in overlapping tv markets. This provided a source for examining "outside" station ratings within the "inside" or metro counties of another market, the report states.

Development of Formula ▪ The mathematical formula, devised by McCann's media research department, was developed and implemented by Robert Coen, McCann's manager of media research, working with a staff of 10 employes.

McCann ascribes these benefits deriving from the use of Television County Rating Indicators:

▪ When network station line-ups are planned, the problem of which of several possible markets to add can now be resolved more precisely.

▪ When spot tv plans are implemented, a more efficient buying schedule can be constructed because share of audience delivered by stations can be compared.

▪ It permits a more realistic measurement of the weight of advertising in each area of a market.

▪ This sharper definition of a tv station's zone of influence helps in planning new product introduction and market testing.

▪ It makes possible more precise measurement of the total delivery of a combined media schedule—television and print advertising—on a county-by-county basis.

▪ It provides a "completely equitable" scheme for allocating tv costs to a marketer's sales territories.

LOADED FOR SALES

KSL-TV is "loaded for sales" with more homes per average quarter-hour than any other station in the entire Mountain West, according to the latest ARB and NSI rating services.*

But ratings are only half of KSL-TV's "effective sales" program. Commercials are directed to an audience who have named KSL-TV FIRST in local acceptance due to its balanced programming of quality CBS productions with highest rated syndicated shows and finest local presentations. Commercials are backed by a strong, non-triple spot policy; a single, non-discriminatory rate card for all advertisers; and national award-winning merchandising program personalized to your clients needs. Sell a billion dollar market . . . KSL-TV's market.

Represented by BLAIR TELEVISION ASSOCIATION

The most effective advertising buy in the Mountain West.

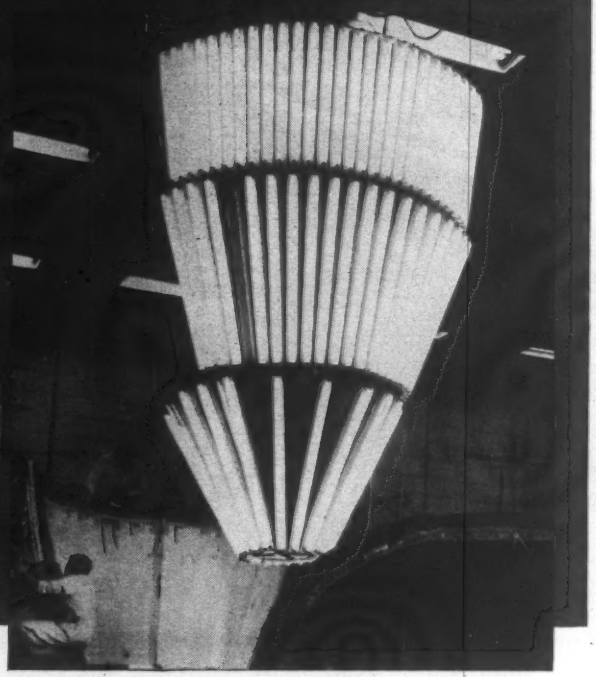
KSL TV

SALT LAKE CITY, UTAH

* **ARB-April 1961 shows KSL-TV delivers 700 more homes per average quarter-hour than station "B" and 3,400 more homes per average quarter-hour than station "C."**

NSI-April 1961 shows KSL-TV delivers 200 more homes per average quarter-hour than station "B" and 4,300 more homes per average quarter-hour than station "C."

This unique bank of ultra-violet lights is being lowered into a B-52 radome (bubble-shaped housing for radar equipment). The lights provide void-free fiberglass reinforced plastic skins for the radomes. They contrast dramatically with the old hand-operated gas lamps of the last century.

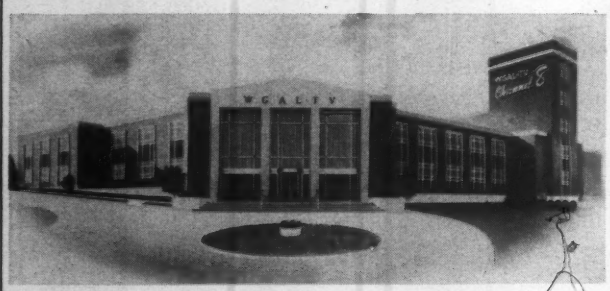


THE BETTMANN ARCHIVE • GOODYEAR AIRCRAFT NEWS SERVICE

Public service

in step with the times

WGAL-TV



Television is seen and heard in every type of American home. These homes include children and adults of all ages, embrace all races and all varieties of religious faith, and reach those of every educational background. It is the responsibility of television to bear constantly in mind that the audience is primarily a home audience, and consequently that television's relationship to the viewers is that between guest and host.

Through the years, machines have been redesigned and improved to render more efficient service to users. Similarly, WGAL-TV, alert to its responsibilities, has kept pace with the times in order to fulfill the *current* needs of the many communities it serves.

WGAL-TV
Channel 8
Lancaster, Pa. · NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER COMPANY, Inc. New York • Chicago • Los Angeles • San Francisco

Is glamor radio's missing ingredient?

STATISTICS DON'T IMPRESS AGENCY CREATIVE HEADS

A radio rep firm is alarmed over a just completed research project that turned up bad news about radio's image among executives in the creative departments of advertising agencies.

Adam Young, president of Adam Young, Inc., who ordered Trendex to survey top agency creative directors for their reasons why national spot radio's share of the advertising dollar is declining, saw the disheartening responses and said: "Radio's image is bad. Agency people—creative people—are just like consumers, apparently. They tend to make the emotional buy, not necessariiy the most logical buy.

"We can quote outstanding cumes until our comptometers get hot. We can print radio success stories until the presses run hot, but we won't get agencies to buy a medium they believe to be a has-been—lacking in excitement and glamor."

Executives at 40 leading ad agencies that maintain New York offices were surveyed by Trendex researchers, and 29 agencies furnished usable responses.

Among the conclusions: Agencies have not taken full advantage of the selling power of radio because they have not fully tapped commercial approaches. The agencies said they would welcome creative radio use ideas, but rarely get them. And radio sellers are failing to suggest new ways of using radio, specifically programming approaches and commercial innovations.

Ideas Lacking ▪ Every respondent answered in the negative when asked if he was regularly approached by radio salesmen with creative ideas to assist him in the use of radio advertising. A majority of 72.4% said they would welcome such ideas; a significant 42.9% agreed that agencies thus far have not taken full advantage of the selling power of radio, and 53.6% agreed that one of radio's strongest points is its ability to reach the most people at the lowest cost.

The rep firm said several patterns emerged from the question, "What is the most important reason why radio is not used in more campaigns?" The comments have been grouped under such labels are "television is the fad," "sight and sound are superior to sound alone," "radio is undersold, underpromoted, deficient in programming" and "misconceptions."

Mr. Young said his firm is going to take a "long, hard look" at the present concept of radio selling, and he indicated some basic changes in the firm's operations may result from the study. He said:

"Creative people have been largely ignored because they do not have primary responsibility in media decisions. This has obviously been a mistake. These people, being human, prefer to apply their talents to the media in which they can give the greatest vent to their creative instincts. It seemingly is their belief that such media are primarily tv and print, and certainly not radio. Consequently they prefer to work these two media. If we could show them they are wrong, I'm sure they would apply effective pressure to media departments.

"The way we must take is clear: We must not concentrate on the purely physical aspects of radio, its reach, circulation, etc., but build up its image as an exciting, creative medium. And we must reach the agency creative man."

GMM&B Adv. inaugurates 'instant cash payment'

Radio and television stations are expected to take special note of a "money move" being initiated by Geyer, Morey, Madden & Ballard Inc., New York, an advertising agency. Sam Ballard, president, is announcing today (July 10) that GMM&B is making "instant cash payment" to stations and newspapers for advertising placed by the agency on behalf of its clients.

"We are instituting a sight draft method of payment whereby the cooperating media, in effect, pay themselves as soon as they have computed the monthly net amount due on each client's advertising," Mr. Ballard explained. "We provide the envelope sight drafts; the publisher or station makes them out in the net amount due, inserts a copy of his invoice, deposits them in his bank like a check—and can mark the account 'paid in full' in the same time it would normally take to mail the invoice to us under the standard billing procedures."

Mr. Ballard noted that Sinclair Refining Co., which uses an extensive spot radio schedule, cooperated in testing the sight draft method. He added that stations and agencies had found this procedure "a great saver of time and effort."

Summer strength

A Radio Advertising Bureau contest opening today (July 10) will award a $250 first prize and a $100 second prize to the agency man or advertiser who comes close to predicting: (1) the number of weeks radio will lead tv this summer, and (2) radio's lead—in terms of millions of adults reached—during each of those summer weeks.

RAB, which is distributing a media fact sheet to advertising executives with complete details of the contest, said the official figures will come from Sindlinger & Co., media analysts. Last year, Sindlinger reported that radio topped tv for eight summer weeks.

As added "inside dope," RAB reminds contestants that Kevin B. Sweeney, RAB president, recently stated: "This year, look for radio to lead tv for 12 to 13 weeks, from early July through late September."

10-second protection

WABC-TV New York will protect the 10-second advertiser next fall when the new 40-second station break policy becomes effective, James E. Szabo, general sales manager of station, said June 30. Station will have 16 fixed prime-time 10-second positions but at no time will these be offered to any advertiser other than a 10-second sponsor, Mr. Szabo said.

ARBITRON'S DAILY CHOICES

Listed below are the highest-ranking television shows for each day of the week June 29-July 5 as rated by the multi-city Arbitron instant ratings of the American Research Bureau. These ratings are taken in Baltimore, Chicago, Cleveland, Detroit, New York, Philadelphia and Washington.

Date	Program and Time	Network	Rating
Thur., June 29	**The Untouchables** (9:30 p.m.)	ABC-TV	20.6
Fri., June 30	**Twilight Zone** (10 p.m.)	CBS-TV	22.0
Sat., July 1	**Gunsmoke** (10 p.m.)	CBS-TV	20.7
Sun., July 2	**What's My Line** (10:30 p.m.)	CBS-TV	26.3
Mon., July 3	**Adventures in Paradise** (9:30 p.m.)	ABC-TV	13.8
Tue., July 4	**Playhouse 90** (9:30 p.m.)	CBS-TV	11.6
Wed., July 5	**Circle Theatre** (10 p.m.)	CBS-TV	17.3

Copyright 1961 American Research Bureau

Big food advertisers spent 53% in tv

NETWORK AND SPOT TV 1960 FOOD BILLINGS REACHED $277 MILLION

National and regional food advertisers in 1960 compiled $277,078,469 in network and spot tv gross time billings. A Television Bureau of Advertising study of the food and grocery classification revealed last week that the top 20 food advertisers invested more than half of their measured ad expenditures in tv during 1960.

TvB said tv continues to be the dominant food advertiser medium. Tv's lead over other media last year was broadened, and new gains are shown in the expenditures during the first quarter of 1961. (TvB notes that the food and grocery category does not include many products sold in grocery stores such as beer, soft drinks, pet products, tobaccos, soaps, cleansers, waxes, etc.)

In the first quarter of 1961, the classification's billings rose from $77 million to more than $81 million. Together with talent expenditures, the billings average $1 million a day, TvB reports, adding that the top 20 advertisers in the category increased advertising expenditures overall by 3.4% in 1960, while their tv spending rose 5.7%. The same group upped its tv spending by 9.6% in the first quarter of 1961.

Sales Support ▪ John Sheehan, TvB vice president, national sales, offered this explanation for food companies' emphasis on television: "It stimulates food sales at the lowest cost per thousand because it reaches most of the people in America quicker, more frequently, with greater effect and at lower cost than any other marketing aid now available. Also, television is the sales support grocers and company salesmen prefer."

The top 20 food advertisers spent 53.1% of their measured media ex-

Top Coffee Sponsors in 1960

Company	Network*	Spot**	Total
1. General Foods	$5,919,920	$11,675,090	$17,595,010
2. J. A. Folger & Co.	.....	4,387,220	4,387,220
3. Standard Brands	911,132	2,647,950	3,559,082
4. Nestle Co.	676,003	2,579,420	3,255,423
5. Hills Bros. Coffee	979,556	1,706,010	2,685,566
6. Duncan Coffee Co.	.....	1,128,590	1,128,590
7. M. J. B. Co.	.....	1,093,410	1,093,410
8. Chock Full O'Nuts	21,850	896,100	917,950
9. Paxton & Gallagher	.....	825,110	825,110
10. Wm. B. Reily & Co.	.....	715,130	715,130
Product Category	$8,754,000	$31,909,000	$40,663,000

*Source: TvB/LNA-BAR **Source: TvB-Rorabaugh

Top Tea Sponsors in 1960

Company	Network*	Spot**	Total
1. Lever Brothers (Lipton)	$2,947,591	$2,429,880	$ 5,377,471
2. Nestle Co. (Nestea)	247,908	1,678,980	1,926,888
3. Standard Brands (Tender Leaf)	698,328	1,072,150	1,770,478
4. Tea Council of U.S.A.	.....	451,370	451,370
Product Category	$3,894,000	$6,894,000	$10,788,000

How Trewax made a prize-winning commercial

There's a simple theoretical formula for producing an award-winning commercial: take an outstanding product and give it a spot that is just as good. If it is, it's bound to be a winner.

In practice, of course, there's a little more to it than that. The aims of the client, his distribution problems and the way the commercial fits into the overall marketing strategy must all be considered. And how much can be spent for the spot.

As a case in point, there's the one-minute tv spot produced by Tilds & Cantz, Los Angeles, for Trewax Gold Medal Floor Wax. The Second American Tv Commercials Festival gave it an award as the best commercial for a product advertised in a single market. But when the agency went to work on the spot it wasn't thinking about awards at all.

The Job ▪ "What we were thinking about," says Alan M. Berger, radio-tv director of the agency, who conceived and produced the award-winning commercial, "was that Trewax had just expanded its manufacturing facilities and now, after years of distributing its floor wax only through hardware stores, was ready to go after supermarket distribution. A major assignment for the tv commercial was to help get these stores to stock Trewax."

One way to get stores to stock Trewax is to get housewives to go in asking for it. And the best way to do that is by creating a commercial that is something other than the usual gleaming floor whose shine is always attributed to the advertised wax but often comes from adroit highlighting. Something else, but what? Then came the idea of letting the camera —and therefore the viewer—be the floor, walked on, spilled on, skated on, mopped and waxed.

The Spot ▪ "This is a floor's-eye view," so the copy starts as the viewer looks up, apparently, at the feet of a man, a woman and two children. "It sees all the dull, yellow film left by the usual floor wax . . . hiding natural beauty. It feels the punishment of scraping feet. . . .

". . . the damage of a hot cup of coffee" (as the coffee spills down).

". . . and this soft, thin film of wax is easily mopped away" (in visible action as well as words). "Nothing left to protect the floor.

"But this" (as the camera shows a Trewax Gold Label can tilted to pour wax) "is Trewax . . . the very best protection you can give your floors."

"In fact, just one application of Trewax gives double the wear" (a child skates by to prove this statement; milk is spilled and mopped away, revealing the smiling face of a woman looking down at the floor, camera and viewer before the camera cuts to the can again). . . . "Trewax, the premium quality floor wax, with over 50% Carnuba, the world's hardest natural wax. Triple the coverage . . . double the wear . . . a Trewax floor needs only half the care."

Jon Ross, account executive on Trewax, helped develop the idea. Bill Frankle, copy chief, wrote the commercial copy. Mr. Berger took the script to KTTV (TV) Los Angeles, where, with the assistance of Jim Gates, KTTV director, the spot was put on tape. "We at T & C created the spot," Mr. Berger says, "but KTTV must share the credit because they make it all happen."

How It Was Made ▪ For the floor's-eye view two inch-thick panes of plate glass, mounted on sawhorses, replaced solid flooring. Mir-

penditures in tv in 1960, compared with 51.9% in 1959, TvB continued. Total tv billings for the 20 leaders totaled $174,274,035 last year against $164,-853,101 in 1959.

Coffee, tea and food drinks was the largest subclassification in the category, with gross billings of $58,202,219 in network and spot tv. Of this total, coffees accounted for $40,663,000 in 1960, an increase of 16.3% over 1959's $34,972,868. General Foods Corp. was the largest advertiser with coffee gross time billings of $17,595,010, including more than $9.5 million for Maxwell House and over $5.3 million for Yuban.

Cereals were the second ranking subclassification in 1960 with network and spot billings of $41,631,164. Kellogg Co. was the leader with expenditures of $15,399,967 for cereals. Baked goods were in third place with tv billings of $31,764,697. Continental Baking Co. led this sub-group with a total of $6,228,055 in network and spot tv.

Network and Spot Television Gross Time Expenditures 1960 Top 20 Advertisers

	First Quarter 1961	First Quarter 1960
General Foods	$ 9,685,931	$10,140,658
General Mills	6,063,044	4,253,913
National Dairy Prods.	2,544,353	2,465,278
Kellogg Co.	3,813,948	4,464,856
Campbell Soup Co.	2,420,630	1,627,895
Standard Brands	2,217,930	3,763,338
National Biscuit Co.	3,192,295	2,796,326
Corn Products Co.	2,913,103	1,565,255
Quaker Oats Co.	2,156,013	1,778,498
Hunt Food & Ind.	1,894,790	1,837,770
Pillsbury	2,991,979	1,567,608
Armour & Co.	1,537,970	1,395,390
Swift & Co.	736,530	1,191,850
Continental Baking	2,465,965	2,310,165
Ralston-Purina	2,056,450	1,716,340
Carnation Co.	1,529,558	1,208,616
H. J. Heinz	898,737	744,790
Borden Co.	168,170	322,760
Beech-Nut Life Savers	2,062,880	1,494,340
California Packing	66,250	270,570
Total	$51,416,526	$46,916,216
% Change	+9.6	

Leading Food Company Advertisers

	Total Measured Advertising*		Television Billings**		% Tv	
	1960	1959	1960	1959	1960	1959
1. General Foods	$ 65,084,760	$ 60,358,624	$ 37,164,388	$ 35,489,721	57.1	58.8
2. General Mills	29,958,422	30,229,439	17,221,517	16,156,947	57.5	53.4
3. Natl. Dairy	22,738,452	22,015,870	9,742,461	7,922,187	42.8	36.0
4. Kellogg Co.	20,855,832	21,766,988	15,695,586	13,442,861	75.3	61.8
5. Campbell Soup	20,527,544	17,633,517	6,568,140	5,258,735	32.0	29.8
6. Standard Brands	18,264,839	16,704,212	10,364,220	10,389,650	56.7	62.2
7. Natl. Biscuit	16,202,617	14,485,927	11,669,252	9,730,022	72.0	67.2
8. Corn Products	15,516,583	15,058,780	7,079,906	8,747,887	45.6	58.1
9. Quaker Oats	13,974,656	12,874,600	5,384,844	4,669,746	38.5	36.3
10. Hunt Food & Ind.	13,206,077	8,088,243	6,530,630	2,936,200	49.5	36.3
11. Pillsbury Co.	12,845,744	15,753,965	8,774,420	6,934,594	68.3	44.0
12. Armour & Co.	11,482,057	10,704,716	4,948,360	5,890,528	43.1	55.0
13. Swift & Co.	11,100,697	8,955,385	3,295,210	3,128,964	29.7	34.9
14. Continental Bak.	10,463,158	14,842,138	6,473,117	11,582,615	61.9	78.0
15. Ralston Purina	9,390,519	8,917,806	6,742,580	6,222,860	71.8	69.8
16. Carnation Co.	8,852,562	8,773,096	5,065,407	3,225,438	57.2	36.8
17. H. J. Heinz Co.	7,370,130	7,251,019	3,009,011	2,875,530	40.8	39.7
18. Borden Co.	7,363,500	11,102,475	1,417,300	4,450,906	19.2	40.1
19. Beech Nut L-S	7,000,588	7,264,227	6,039,477	5,476,210	86.3	75.4
20. Calif. Packing	6,239,428	4,745,378	1,088,209	321,500	17.4	6.8
Total Top 20	$328,438,165	$317,526,405	$174,274,035	$164,853,101		

*Newspapers, general and farm magazines, business publications, outdoor and television media expenditures

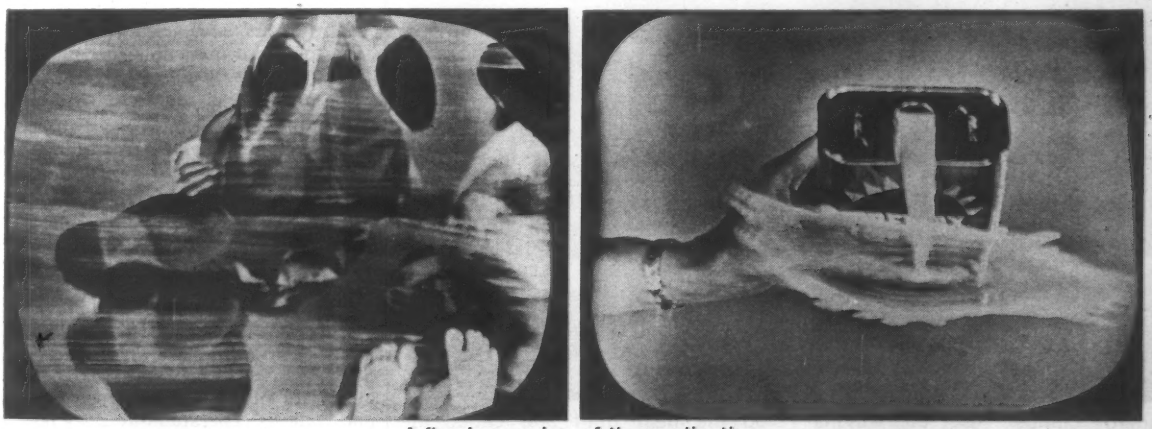
**Source: Network—TvB/LNA-BAR; Spot—TvB-Rorabaugh.

rors set at 45° angles below the glass let the cameras shoot down from their normal height instead of awkwardly up from the floor. To avoid costly delays and editing, the agency used three panes of glass, all with identical lighting, so the action would not be interrupted by cuts from camera to camera and yet apparently would all be the same sequence.

The first day was devoted to lighting and camera tests for about six hours. Next day, the cast was brought in and given a two-hour rehearsal. Then the floor's-eye commercial and two stand-up spots were recorded in a four-hour taping session. The third day required only two bits of editing to complete the visual presentation. Then the announcer's voice and sound effects were dubbed in.

The Payoff ▪ "The price of all three video tape spots was about 50% of the lowest bid we got for filming the single floor's-eye commercial," Mr. Berger reports. The spot went on KTTV in the George Putnam evening newscast three times a week for three months, starting early in January and backed by a saturation radio campaign. Within 60 days, the Trewax broker had obtained 80% of the desired supermarket distribution (not entirely attributable to the advertising, since some chains were pre-sold on Trewax and stocked it as soon as it became available). Sales to the public seem good, although it's too soon for actual volume tabulations. And, the spot won the award for best in its class.

"These fine results should be credited to three things," Mr. Berger sums up, "an excellent product, some very potent advertising and a helluva good broker."



A floor's eye view of the application

How radio lit a light under Zonolite

BUILDING MATERIALS FIRM'S CAMPAIGNS TAKE SAG OUT OF SALES CURVE

It's summer and the weather is sizzling, but in Minneapolis the people at Western Mineral Products Co. (Wempco), a building materials company, are getting ready for winter. They're winterizing the cash register with regional radio. Eleven years of experience have shown them that's the way to do it, and this past winter provided the best proof yet: Wempco's sales hit an all-time high.

Wempco processes and distributes Zonolite, a vermiculite insulation-filler product of the Zonolite Co., Chicago. The Wempco territory covers nine midwestern states, an area where lumberyards and distributors have been following each other onto the Zonolite broadcast bandwagon since 1949. Now they're rallying again.

Snowballing ▪ In the winters since Harvey Steiff, sales vice president of Wempco, first tried radio for the seasonal sales problem, the Zonolite budget has increased to the point that it is now 11 times as big as the first 75-station radio allocation in 1949. The dollars have multiplied on the cooperative route from manufacturer to distributor to dealer until now they must amount to some hundreds of thousands. The station count is around 200 radio and 45 tvs, and many of the cooperators have become steady local customers on their own, after being introduced to broadcasting by Zonolite and Wempco.

Sales charts have borne out Mr. Steiff's faith in broadcast advertising. Radio saved the day back in 1949, when he used it to turn a sagging sales curve inside out. In the intervening years, 13-week flights of fall radio have proved to be steady sales insurance with carryover results that last into spring (some areas have gone to 26 and 39-week campaigns but most rely on shorter schedules).

This past winter's experience shows why Wempco is sold on the strategy. Western Mineral had its biggest year ever at a time when building-material sales were soft in many parts of the Middle West. The Zonolite campaign went on in September and in October Wempco broke all sales records. November topped that.

Fall Buying Pattern ▪ Now Harvey Steiff and his advertising manager, Truman Bjorklund, are mapping a 1961 campaign along the successful lines of seasons past. The new schedules will follow a joyful funeral held last fall by Wempco and dealers. They routed Cole Winter, notorious "heat thief in the attic," and laid him to rest under mounds of Zonolite.

Western Mineral's area is studded with successes from this campaign. A two-week test in Winona, Minn., by Standard Lumber Co. on hometown stations KWNO and KAGE yielded a 350% sales increase over the same period in 1959, itself a record year. In the first three days of advertising last fall, Standard Lumber sold more bags of Zonolite than in the eight preceding months. Other stock moved faster because of the Zonolite traffic and about half the business was brand new.

In South Dakota, every radio station in the state was enlisted in the Zonolite drive. Building Material Distributors of Rapid City, S. D., lined up 10 radio outlets to dragnet Cole Winter in the tri-state Black Hills market, bringing Zonolite sales out of a slump back to 1959's high level.

A Denver jobber went on from a one-station campaign on KOA Denver to add 11 stations all over Colorado. Some 40 new dealers in that state joined the 1960 campaign.

Solid Front ▪ In Casper, Wyo., all the lumbermen in town bought a Zonolite campaign on KTWO, KVOC and KATI.

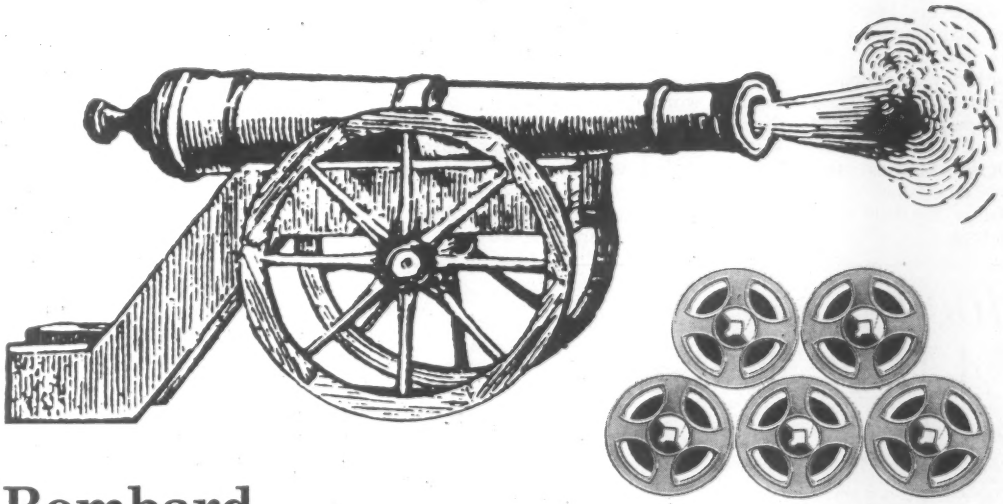
Radio is the leader in the growing Zonolite co-op campaigns, but television is catching on. Mr. Steiff started experimenting in 1952 with demonstrations by strong local talent on KTSP-TV Minneapolis-St. Paul. He found "a greater response from Twin City consumers than any other medium we had used in the area." Wempco uses night-time weather-news adjacencies on weekends, a time householders are likely to make the attic trip to check insulation.

Mr. Steiff used tv results from Minneapolis, Milwaukee and Omaha to persuade smaller-market jobbers and dealers to try tv. One early convert, the Robertson Lumber Co. of Grand Forks, N. D., started with KXJB-TV there during the station's first year on the air, achieving sales gains as high as 76%. Others have tried tv and come back for more until now the nine-state budget split is about 60% radio and 40% tv.

Zonolite campaigns always are conscientiously merchandised. Commercial talent tie-ins are made down the line through sales meetings to the point of sale. Stars of past Zonolite transcriptions—Bing Crosby, Danny Kaye, the Chordettes, Bob Crosby and others—were featured in entire campaigns and played no small part in influencing dealer participation. "The hardest job is always to sell your own people," Mr. Steiff says. National and local personalities are enlisted for sales pep sessions and contests generate more sales power. Some of the lumber dealers have become ardent sports backers and set up

Standard Lumber Co. of Winona backed the radio campaign with a window display on the campaign to stop the heat thief and called attention to the Zonolite products recommended on the two local stations.

SAN FRANCISCO BAY AREA



Bombard San Francisco Night and Day

Combine all your spots—prime time minutes, morning ID's, afternoon 20's, film, live and videotape commercials—for the most advantageous Penetration Plan discounts in San Francisco.

Additional discounts on 13, 26 and 52-week night and day penetration schedules!

Call KTVU or H-R Television Inc. for excellent availabilities in live sports, The Play of the Week, high-rated live, syndicated and kids shows.

KTVU
CHANNEL 2

SAN FRANCISCO • OAKLAND One Jack London Square, Oakland 7, California

Agency head turns answer-man

Listeners of KMOX St. Louis', *At Your Service*, had the opportunity of putting an agency head on the spot during the program's "Sounding Board" segment. The guest was William Sanborn, president of Winius-Brandon Adv., St. Louis.

No holds were barred as the audience phoned in its queries on and complaints of what they understood to be agency practices.

Each of these objections Mr. Sanborn parried in turn. No amount of advertising, he asserted, could convince a shopper that an inferior product was good after trying it. Agencies are not in business to belittle people's judgment, and it is a matter of personal pride with an agency not to accept objectionable advertising or to deal with a disreputable firm. The same is true for unreasonable claims which are quickly rejected once an initial try has proven them wrong. As for the increased sound during commercials, Mr. Sanborn stated that the FCC has set a national volume level for all broadcasting, which prohibits the volume's going over a certain level.

a loud promotional hurrah at playing time.

Evolution ▪ The selling style has undergone changes since the 1949 decision to try radio. At that time national insulation sales were in a tailspin and Mr. Steiff mounted a hurry-up schedule of live announcements on the original 75 stations. The campaign was called "Gold Mine of '49" and it was just that, Mr. Steiff says. Dealer business was doubled and better. One small yard saw more customers in 10 days than in the whole year before.

Wempco and Zonolite followed up the live success with recorded celebrity voices and later switched to singing salesmen. Now the approach is hard-sell with sound effects. Last season's "heat thief" was run down with shots, sirens, screams and whistles. The technique is working well, according to Mr. Steiff, who thinks the company probably will stay with this style another season. Popular broadcast times are morning farm shows, sports and newscasts.

The advertising agency for the Zonolite Co. is Fuller & Smith & Ross.

What does WILLIAM A. WYLIE say about* **BROADCASTING YEARBOOK?**

"CONSTANTLY REFERRED TO..."

"Over the years I have constantly referred to BROADCASTING Yearbook for reference material ranging from station information to film syndicates to network accounts to station representatives. BROADCASTING is an invaluable reference."

* V.P., Director Television & Radio Lambert & Feasley New York

Will YOUR advertising story be seen by top agency-advertiser people like this in the 1961-62 BROADCASTING YEARBOOK when it comes off the press on September 1? *Guaranteed circulation:* 18,000 copies. *Same* rates, *same* space sizes as every issue of BROADCASTING. *Final plate deadline:* July 29. Reserve the position you want – TODAY – before somebody else gets it! Wire or call collect to nearest BROADCASTING office now!

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales Street, N. W., Washington 6, D. C.

Tv gains in 1961, other media drop

The first half year has been easy on television, though hard on other advertising media. Tv gained 3% in revenues, grossing more than $670 million in network and spot, the Television Bureau of Advertising estimated last week.

Declines were in effect for all other major media as the result of the general economic slowdown, the bureau found.

Not only advertising gross but also viewing is up over last year's levels. In the September 1960 to April 1961 period, which approximates a tv season, the average U. S. tv home viewed 5 hours 32 minutes per day compared with 5 hours 27 minutes in the comparable period a year ago, and 5 hours 25 minutes in the 1958-59 comparable season.

TvB found the media trends this season to reflect those of the last economic recession in 1958 when other national media moved downward.

Newspaper advertising lineage, TvB noted, dropped nearly 10% in the first five months of 1961, with the loss in May alone at 11.5%; general magazines in the same period declined 10.8% in the number of ad pages while revenues went down 3.8%; net revenue estimates (McCann-Erickson-*Printers Ink*) for network radio showed a drop of 8% in the first four months, a decline of 7% for business papers, and 11% drop-off for outdoor advertising.

'Psy-Com' to test ad effectiveness

A new method for evaluating advertising effectiveness, called the Psychological Communications Index ("Psy-Com"), is offered to ad agencies and their clients by a new firm, The Psychological Research Co., 200 Fifth Ave., New York.

Dr. Harvey Queen, who formed the company, said the service involves a low-cost testing procedure that measures the degree to which an ad or commercial creates a favorable buying attitude toward a product or service. Combining a consumer and copy test in one study, the technique is designed to point out the company and product impressions an ad should create to produce the most favorable buying attitude. At the same time, the technique determines whether the ad actually does create those impressions that result in overall favorability.

Dr. Queen, most recently research director at Mogul, Williams & Saylor Inc., has also been supervisor of advertising research at Benton & Bowles and senior research analyst in the special projects division of Young & Rubicam.

Out of sight, out of home

We were counting our blessings the other day and got as far as Winneshiek. We started with Allamakee, and went trippingly through Chickasaw, Keokuk, Muscatine, Poweshiek, and twenty-eight other fine old American names of counties in our primary radio service area. The count: 397,032 automobile registrations.

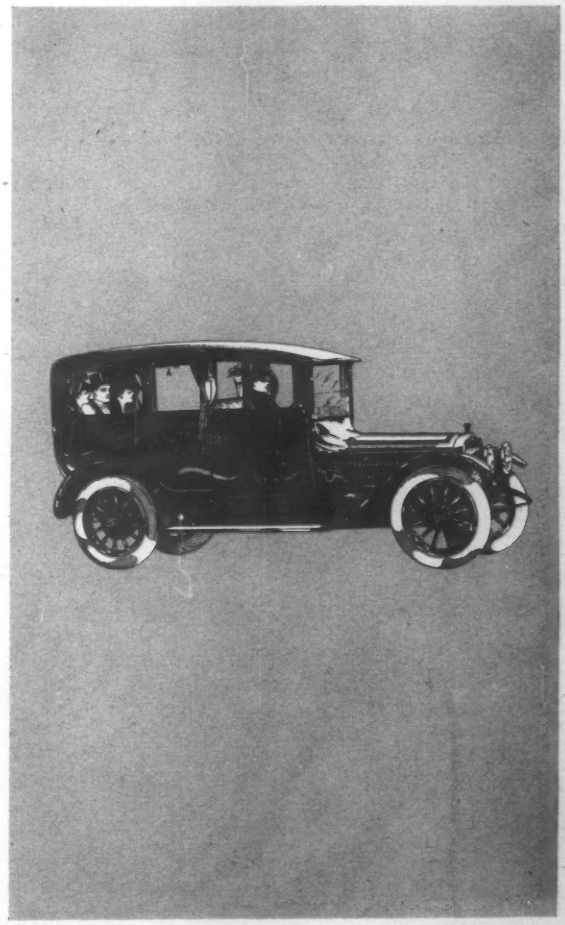
For all of WMTland—the 61-county area NCS #2 awarded us—the total is 613,991.

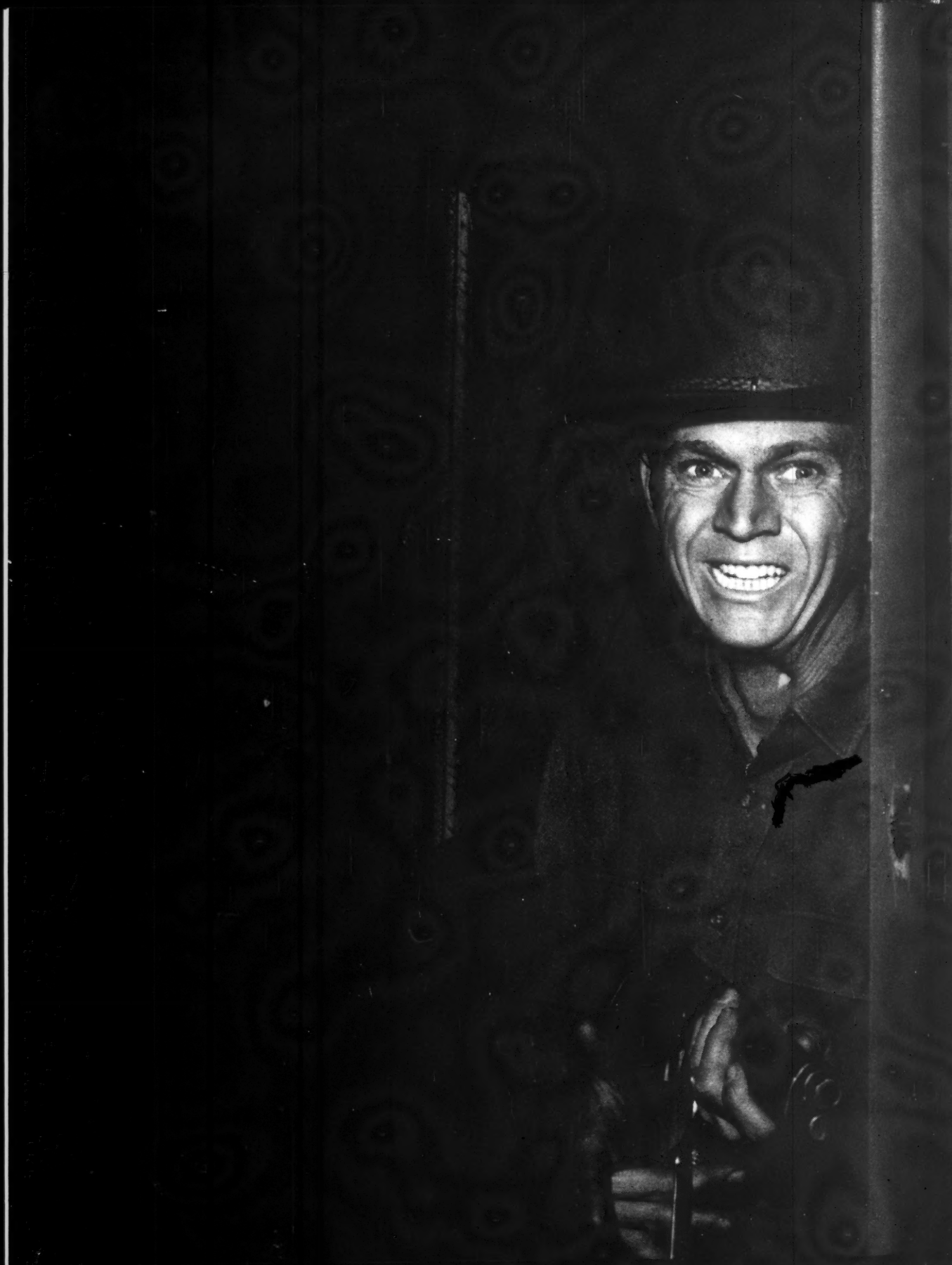
Statewide average is 2.2 persons per registered motor vehicle. Iowa's 112,000 miles of roads and streets support 33 million miles of travel every day, which partially explains what happened to us on the way to the studio this morning. We were struck—by out-of-home listening to WMT.

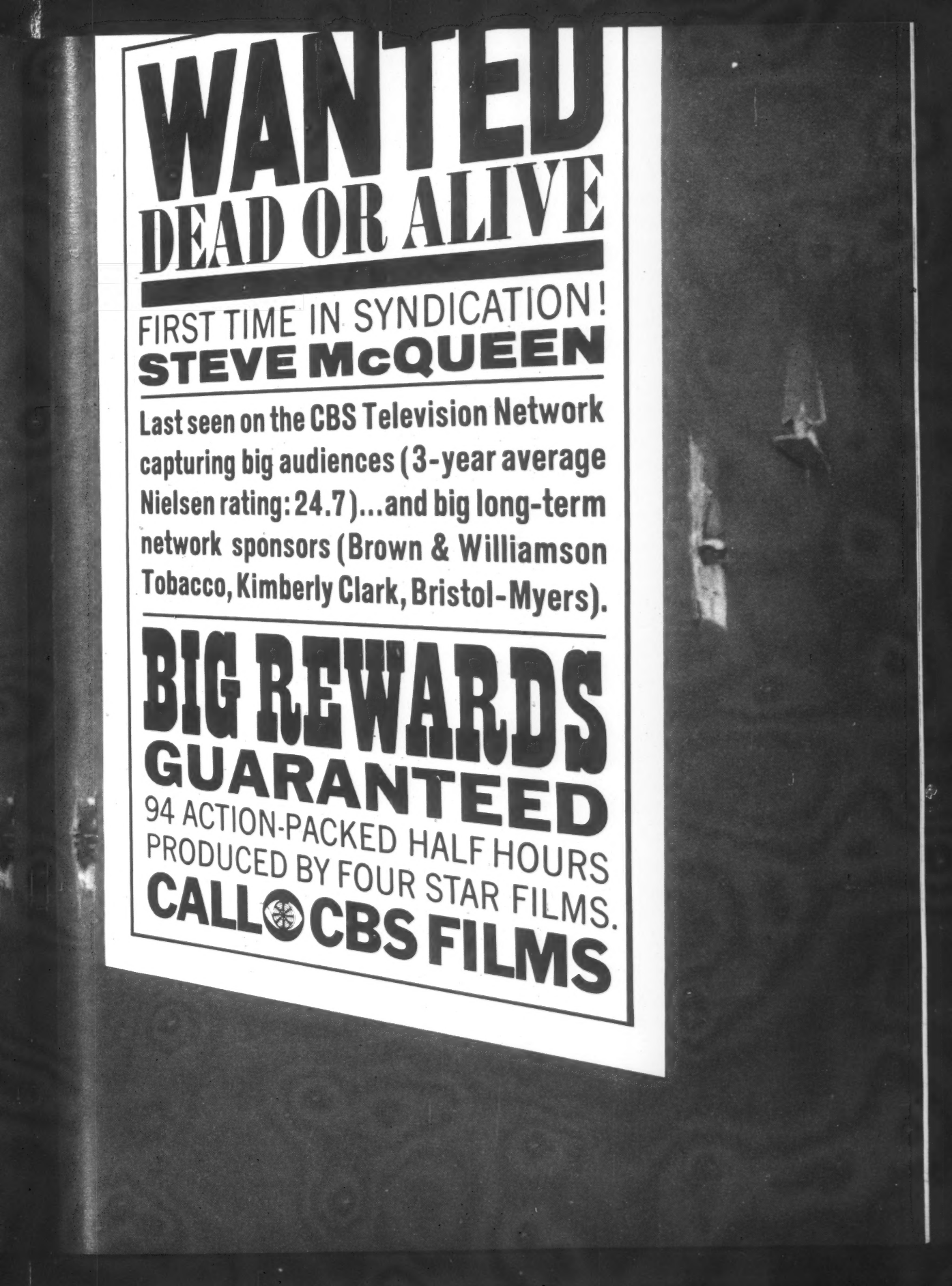
When you add all that traffic (8 out of 10 cars have radios, we read some place years ago) to the 470,000 radio homes in WMTland, more than half of which listen to WMT at least once in a while, you just can't avoid the conclusion:

We need more traffic lights.

WMT. CBS Radio for Eastern Iowa.
Represented by the Katz Agency.
Affiliated with WMT-TV,
Cedar Rapids—Waterloo;
K-WMT, Fort Dodge;
WEBC, Duluth.



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DEAD OR ALIVE
FIRST TIME IN SYNDICATION!
STEVE McQUEEN
Last seen on the CBS Television Network capturing big audiences (3-year average Nielsen rating: 24.7)...and big long-term network sponsors (Brown & Williamson Tobacco, Kimberly Clark, Bristol-Myers).
BIG REWARDS
GUARANTEED
94 ACTION-PACKED HALF HOURS
PRODUCED BY FOUR STAR FILMS.
CALL CBS FILMS

L&N to ask restraint in 40-second prices

AGENCY WANTS COST COMPETITIVE WITH NETWORK TV

Lennen & Newell, New York, revealed last week it is recommending that lengthened station breaks be priced "competitively" with network spot carriers and warned that spot tv spending will suffer if its cost-per-thousand advantage is vitiated.

L & N's views were in a letter sent to tv station representatives by Herbert Zeltner, vice president and media director. He noted that after studying the implications of the expanded station break for the past four months, L & N concluded triple-spotting will not become a serious or widespread abuse, spot tv can continue to be an effective vehicle, and, for the immediate future, the volume of spot tv will be "fairly unsettled" until advertiser practices and pricing arrangements evolve.

Mr. Zeltner said it will be "untenable" to maintain the price of a given length spot when the break expands from 30 to 40 seconds next fall. He said:

"Our reason for this contention is that under the present 30-second break structure, a 20-second announcement maintains obvious dominance of that break both from the standpoint of elapsed time and from the standpoint of assumed viewer reaction.

"Under the revised 40-second setup, this same 20-second announcement becomes simply one-half of an enlarged break. We maintain that even with identical audience levels, the value is somewhat depressed and recognition of this fact should be granted to advertisers and their agencies."

Price Warning ▪ He noted there have been some proposals to price 30 seconds and 40 seconds at rates that are 150% and 200%, respectively, over the rates of 20 seconds, and added: "Tactical advantages because of the flexibility of spot can appear to shrink in importance when we realize that a fairly widespread use of the 40-second commercial could eat up the same amount of funds that a network participation would cost, offering completely national coverage."

However, first announcements of new rate cards with 40-second charges (BROADCASTING, July 3) showed that six of the seven tv stations will charge considerably less proportionately.

Mr. Zeltner suggested that stations consider a price reduction of approximately 10% in 20-second announcements, saying that such a decrease, in the light of the longer break, would result in an overall increase in revenue of about 20% for the period if that period is completely sold. L & N's position on 40 seconds, Mr. Zeltner said, is that if the break is sold, the 10% discount would be in effect, permitting a 20% larger return to stations over present levels. If the entire break is not sold, he added, L & N recommends that present rates apply.

Mr. Zeltner suggested that consideration be given to plans which would assure non-pre-emptable locations for a volume of ID's. He stressed that L & N cannot and will not recommend the actual pricing practices of stations, but said the agency's suggestions were offered only as a guide to keep spot tv competitive with other media.

Whitebrook organizes international agency

The man who claims to have invented the television "fireside chat" technique for political hopefuls has formed an international advertising and public relations agency.

Lloyd G. Whitebrook, former executive vice president of Kastor, Hilton, Chesley, Clifford & Atherton, New York, and advertising consultant to such political figures as Adlai Stevenson, Robert F. Wagner and Averell Harriman, is now president of Communications Research & Advisory Corp., New York.

Mr. Whitebrook, champion of broadcasting's "tremendous impact" in political campaigning, merged his own advertising firm, The Whitebrook Co., with Kastor Hilton in 1955.

Communications Research is located at 60 East 42nd St., New York.

What radio should do, as Zeltner sees it

The radio industry was chided for its tendency toward "over-commercialization," "rate dealing" and "complicated rate structures" during a talk by Herbert Zeltner, vice president and media director of Lennen & Newell, New York, on June 30.

Mr. Zeltner, who incorporated his remarks in a speech at the initial meeting in New York of a continuing seminar being conducted by CBS Radio Spot Sales, said several remedies can be applied to relieve the medium's shortcomings. He urged that radio stations develop firm standards of commercial scheduling; guarantee effective airing of commercials; participate in an all-industry research project to determine the medium's commercial effectiveness; improve the level of promotion and trade advertising and provide information to agencies on all accounts using radio, possibly through a clearing house.

Mr. Zeltner, who also disclosed L&N's views on lengthened tv station breaks last week (see story, above), expressed the view that radio "can be a truly effective medium and it is up to the broadcasters to see to it that the abuses which exist are cleaned up completely and permanently." He was the first of a group of agency and advertiser executives invited to speak before CBS Radio Spot Sales personnel on "radio from the buyer's viewpoint."

L&N's Zeltner with words of caution

Draw your sales areas as you will . . .

Nielsen Station Index now can match your other marketing data, area by area, with measurements of tv sales messages (yours and your competitors'). Whether your market is national, regional, or local, NSI now is more useful than ever as a source of the tv audience facts you need for appraising your present advertising and marketing efforts and increasing their effectiveness.

The reasons are demonstrable. NSI service now covers *all* tv viewing in the nation . . . uses larger samples . . . measures even the least populous areas . . . reports each market season to season and the major markets every month . . . simultaneously measures *all* markets *twice a year* . . . and continues to use the superior techniques and quality sampling it pioneered seven years ago.

Ask today . . .
. . . for a copy of *Tv Audience Facts by Sales Areas*, just published.

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1350

AAW-AFA merger study set

A committee to explore the feasibility of merging the Advertising Assn. of the West and the Advertising Federation of America into a new national organization of local advertising clubs was appointed by Donald Ostensoe as his last official act as AAW president. Incoming AAW President Lee Fondren, manager of KLZ Denver, promptly added Mr. Ostensoe to the committee, which was ordered to report its findings to the AAW midwinter meeting to be held in January in Fresno, Calif.

Dick Ryan, general manager, KLOK San Jose, Calif., a former AAW president, is chairman of the merger committee. Other members are: Robert Hemmings, Smith & Hemmings, Los Angeles; Clair Henderson, Rippey, Henderson, Bucknum & Co., Denver; John Hoefer, Hoefer, Dieterich & Brown, San Francisco; Thor Mhyre, Mhyre Outdoor Advertising, Billings, Mont.; Don Ostensoe, head of his own Portland, Ore., public relations firm; Pat Pafford, Pendleton Tool Co., Los Angeles (representing the Junior Ad Clubs); Herbert Price, Newspaper Agency Corp., Salt Lake City; George Weber, Cole & Weber, Seattle; Paul Willis, Carnation Co., Los Angeles; Howard Willoughby, *Sunset Magazine*, Menlo Park, Calif.

Two buy football

Pabst Brewing Co. and Phillips Petroleum have signed as major sponsors of American Football league games on ABC-TV, beginning Sept. 16. Agencies: Kenyon & Eckhardt, N. Y. for Pabst, and Lambert & Feasley, that city, for Phillips.

Business briefly...

Autolite will sponsor new ABC-TV fall entry, *Straightaway*, (Fri., 7:30-8 p.m. EDT) starting Oct. 6 Action-adventure series produced by ABC Films, stars Brian Kelly and John Ashley as automotive specialists. Agency: BBDO, N. Y.

Lestoil Products' Lestare Dry Bleach has bought co-sponsorship in 11-day tv coverage of the International Beauty Congress on KTTV (TV) Los Angeles. Co-sponsorship, running from July 12-28, consists of a total of 50 commercial minutes scattered through 12 separate remote pickups. Agency: Sackel-Jackson Co., Boston.

Dow Chemical Co., through MacManus, John & Adams, N. Y., has bought a CBS-TV special starring Judy Garland, to be presented Sunday, March 11, 1962, (9-10 p.m. EST). This will be Miss Garland's third appearance on the network in a tv special.

Agency appointments...

▪ *New York Herald Tribune* appoints Papert, Koenig, Lois Inc., N. Y., as its agency. Although media strategy is not yet decided, spot tv and radio are likely to be used.

▪ Wagner Baking Corp. (Mrs. Wagner's Pies), Newark, N. J., names Smith/Greenland Co., N. Y., which will resign the Ward Baking Co., Farm House Div., to avoid conflict with the Wagner account.

▪ Italian Line, Atlantic carrier, appoints Kastor, Hilton, Chesley, Clifford & Atherton, N. Y., as agency effective Jan. 1, 1962. The account, which bills

GOVERNMENT

A closer tab on every broadcast minute

SOME CONCESSIONS, BUT MUCH BOOKKEEPING IN NEW FCC PROGRAM FORMS

Every minute of broadcast time must be spelled out and identified by licensees in new program reporting forms adopted for rulemaking by the FCC last week.

Broadcasters won several concessions from the FCC in the new requirements for reporting programming, a revision of rulemaking first issued last February (BROADCASTING, Feb. 27). The latest action was taken on a 6-1 vote, with Commissioner Rosel Hyde dissenting. Chairman Newton N. Minow held out for a series of questions on public affairs programming and Commissioner T. A. M. Craven concurred in the invitation for comments but reserved approval of the proposed questions.

Coincidentally with the program rulemaking, the FCC proposed to amend its log-keeping rules to conform with the new program reporting requirements. It would impose brand new log-keeping methods and stations would be required to maintain logs for a minimum of three years as opposed to the current one-year stipulation. Comments in both rulemakings are due Sept. 7 with replies by Sept. 18.

Salient features of the new program reporting forms include:

▪ Separate forms for television and am-fm applicants.

▪ A "selected week" of actual programming of the applicants own choice, spelling out past programming as opposed to the composite and proposed weeks (new).

▪ A new definition of a "program" which would give credit for one-minute newscasts or public affairs discussions in a disc jockey show, for example.

▪ A requirement that the seller of a station provide a typical week's programming from the six months immediately preceeding the sale application for comparison with that proposed by buyer.

▪ Questions on description of service area and community makeup are made more specific than those in the February forms.

▪ A new question requires explanation of the procedures whereby an applicant maintains regular supervision of station operations and policies.

▪ A provision giving credit for outstanding entertainment programs which also provide cultural or educational benefits.

▪ A breakdown of percentages of the seven program categories broadcast as to live, recorded and network under composite, selected and proposed weeks.

▪ A separate question relating to past and future programming designed for children (tv only).

▪ A question relating to the applicant's policy on sustaining programs, with the implication that such a policy gives the station more flexibility to experiment in programming and serving minority needs.

▪ The applicant's policy on broadcasting controversial issues.

▪ Maximum amount of commercial time during any one hour and total program interruptions during composite, selected and proposed week.

▪ Comparisons of "proposed" and "actual" program and commercial operations.

Included in the February proposal, but deleted from the new forms adopted for rulemaking last week, were questions on am-fm duplication and ownership by principals or employes of the applicant in products advertised or promoted by the station. Several of the categories covered in both forms have been simplified and made more specific in the latest proposal.

Additionally, the old form did not

over $500,000, is terminating a 12-year association with Cunningham & Walsh, N. Y. No media plans have been determined.

▪ McCulloch Corp. (motor-driven Family Karts), Los Angeles, appoints The Mack Agency, that city, to handle its product promotion. Mack will work in conjunction with McCulloch's national agency, Fuller & Smith & Ross.

Also in advertising...

New pr firm ▪ New Los Angeles public relations firm, Taylor, Bergen, Lynn & Lee has been formed by four veteran publicists: Burns W. Lee, for 12 years head of Burns W. Lee Assoc., handling broad corporate public relations; Norman Lynn, founder of Lynn-Western, specializing in technical public relations and advertising; Robert W. Bergen, head of Bergen & Co., financial pr counseling firm; William F. Taylor, head of William F. Taylor Co., also in financial pr. New firm, which intends to offer specialized financial and corporate pr, publicity and product promotion, is located at 1830 W. Olympic Blvd. Telephone is Dunkirk 4-1213.

Counseling service ▪ Three veteran advertising executives have opened a new advertising and marketing counseling service, Lomas, Foster, Rodin & Co., 9 Rockefeller Plaza, New York 20, N. Y. Principals include Stanley A. Lomas, president of Stanley A. Lomas & Co. and former vice president of William Esty Co.; Kendall Forster, former vice president and head of television at Esty, and Charles Rodin, creative consultant and formerly with CBS and *Television Age*.

Sales seminar ▪ Sales, sales policies, programming and promotion were among the topics discussed at Peters, Griffin, Woodward's two-day seminar of tv sales managers, held at the rep's New York office. Those attending were: Arthur E. Muth, New York; William Tynan, Chicago; John Sias, San Francisco; William Walters, New York; W. Donald Roberts, Chicago; Charles R. Kinney, New York, and William Stubbs, Atlanta.

Agency formation ▪ Public Relations International, 57 East Division St., Chicago 10, has been formed by two veteran public relations representatives, James J. and Dorothy McGuinn. Phone: Michigan 2-4615.

Rep appointments...

▪ WBOS-AM-FM Boston: Weed Radio Corp., N. Y., as national representative.

▪ WHTN-TV Huntington, W. Va., WUSN-TV Charleston, S. C., KBAK-TV Bakersfield, Calif., and WKOW-TV Madison, Wis.: Young-TV, N. Y., as national representative.

▪ WHNB Hartford - New Britain, Conn.: George P. Hollingbery Co., N. Y., effective July 15.

▪ WKGN Knoxville, Tenn., WRAW Reading, Pa., WCOS Columbia, S. C.: Radio-Tv Representatives, Inc., N.Y.

▪ WAYL-FM Minneapolis: Thomas F. Clark Co., Chicago as national rep.

Mr. Sleep continues

Mr. Sleep (sleeping pills), product of Jeffrey Martin Labs, N. Y., is continuing indefinitely its six-week-old saturation spot radio campaign in 350 markets, advertiser said June 30. Thirty-second and minute spots are placed through Smith/Greenland, N. Y.

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recognize any program of less than 4½ minutes in duration while the new proposal gives credit for one-minute programs.

Radio-Tv Variations ▪ Essentially, the radio form is a condensed version of the tv questions. Am-fm applicants are not required to give a description of their service area, program sources and competing media—questions asked of tv applicants. A radio-only question relates to the number of hours broadcast weekly with the specific number of interruptions of continuity per hour.

The questions, generally speaking, are much less susceptible to double meanings than those proposed in February. Many of the changes were made at the suggestion of an industry committee which held several meetings with commission staffers (BROADCASTING, May 8). The commission stated that, "in the absence of the most unusual circumstances," there would be no extension of the September deadline for comments.

Both the tv and radio forms begin with three pages of "general instructions and definitions" including a notice referring all applicants to the commission's program policy statement issued a year ago this month. The applicant's selected week would be taken from the first 12 months of the preceding license term. Each day of the week must be represented and no day may be the same as those in the commission's composite week. Variations are made for applicants seeking renewal and reporting for a period of less than three years.

All applicants for new stations, renewals, transfers and major changes in facilities are required to complete the forms.

A program is defined as "an identifiable unit of program material which is not an announcement (e.g., if, within a two-hour entertainment program, a station broadcasts a one-minute news

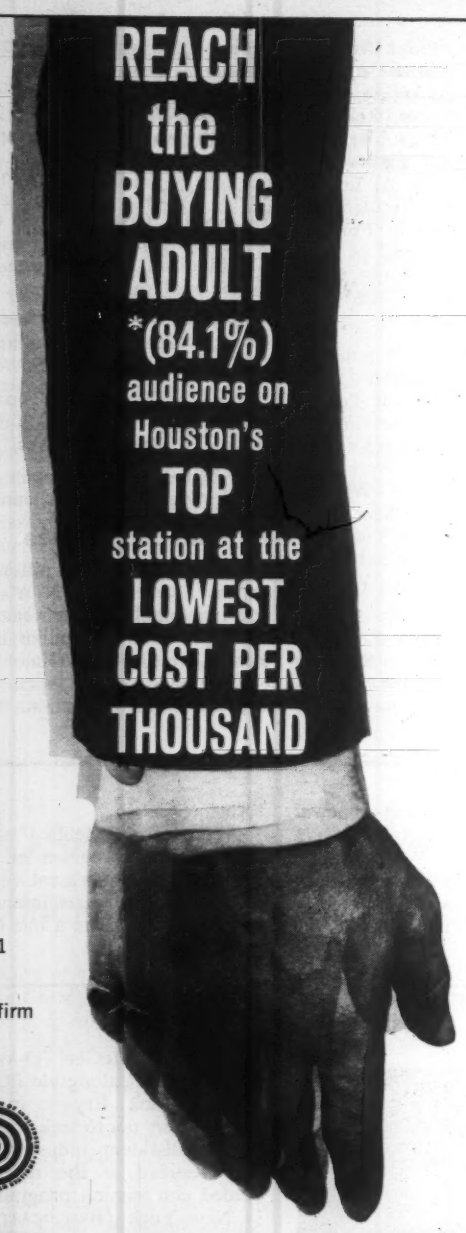
McGee does reprise on FCC warning

Sen. Gale McGee

Sen. Gale McGee (D-Wyo.) has placed himself alongside FCC Counsel Ashbrook Bryant in warning broadcasters not to seek "retribution" against dissident industry witnesses who testified at the recently concluded commission program hearing in New York (BROADCASTING, July 3).

Sen. McGee, a member of the Communications Subcommittee, told the Senate last week that Congress, in addition to the FCC, will be interested in the industry's reaction to the investigation.

"It is imperative," he said, "that any knowledgeable individual connected with any of the communications media" should have "complete freedom to speak without fear of retribution . . ." He advised broadcasters that "there will be many watchful eyes observing the future conduct of contracting and talent arrangements in the television industry."



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THE LEADER IN HOUSTON — 24 HOURS
Affiliated with K•QUE — Houston's
TOP FM STATION
MEMBER OF TEXAS QUADRANGLE
IN HOUSTON, CALL DAVE MORRIS
JAckson 3-2581

THE KATZ AGENCY, INC.
National Representatives

and weather report, this news and weather report shall be considered a one-minute news program." Likewise, if a disc jockey interviews a group of students, etc., for five minutes such may be listed as five minutes of educational discussion.

Much of the criticism of the February forms centered around the strict 4½ minute limitation placed on an acceptable program length. Broadcasters claimed that this did not give them a chance to secure credit for much of their public affairs and talk programming. The new forms will give credit for such programming.

A Live Program ▪ Live programming is defined as any local show which uses live talent half the time or longer, whether originating in the station's studios or elsewhere. An identifiable unit of a disc jockey show (classified as recorded) utilizing live talent may be classified as live as may a "live" program filmed or recorded by the station for later broadcasting.

Questions on description and needs of area proposed to be served by applicants require much the same information as the February forms but they are more specific as to the information required. Also, the information required on "audience needs and interests" is much the same on both forms.

A section of the forms dealing with program types and sources is designed to require the broadcaster to account for programs and announcements he airs during every minute of the time he broadcasts. It requires that the amount of time be computed separately for program and non-program matter for composite, selected and proposed weeks. Program categories are religious, instructive, public affairs, agricultural, news, sports, entertainment and miscellaneous.

This additional information is required: "With respect to program matter analyzed in the categories of religious, instructive, public affairs and agricultural, provide the information listed below for each such program. . . . (1) title and brief description, (2) whether live, network or recorded, (3) number of times program broadcast during week, (4) time of broadcast and length of program, (5) whether prepared by, or in behalf of, or in cooperation with an educational organization, (6) . . . whether program concerned with local affairs, (7) if a religious program, whether time paid for or carried sustaining."

It was pointed out that if the applicant has any public affairs programming, it will show up under this category regardless of length or time carried. The questions are completely divorced from entertainment and straight news shows and gives the broadcaster a chance to

VOLUME II
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NOW FOR TV

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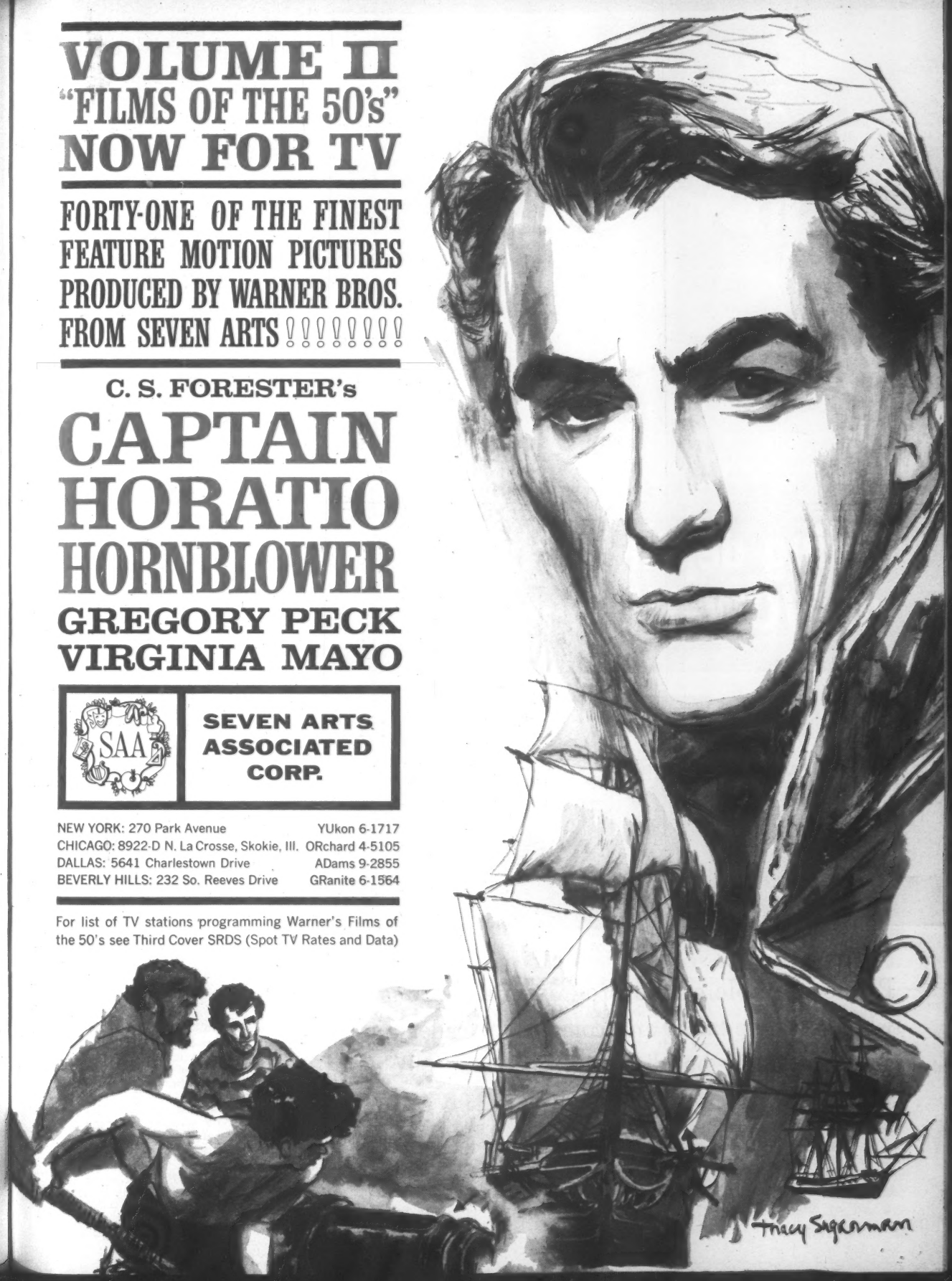
For list of TV stations programming Warner's Films of the 50's see Third Cover SRDS (Spot TV Rates and Data)

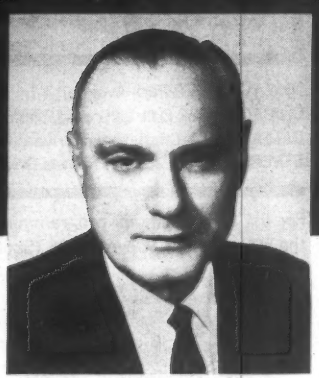


AT LEFT, NEWSROOM, where the staff of twenty full-time newsmen puts exceptional care into the editing and rewrite of Channel 6 newscasts.

BELOW, THREE LEADING midwest news personalities. From left, Jack Payne, sports; Ray Clark, news; Chuck Thomas, weather. These men have teamed together over ten years on 10 p.m. News of WOW-TV.

Giving depth to News at WOW-TV, Omaha

8 NEWS TICKERS, an installation unusual in scope for any station, provide 24-hour coverage.



"Our news-coverage is planned with one goal in mind—to be the most comprehensive that men, money and facilities can bring to the people we serve. Result: our three-state area places unusual reliance on every WOW-TV newscast. Naturally we're happy that viewers value our news so highly—also that advertisers do, too."

FRANK P. FOGARTY
Vice Pres. & General Mgr.
Station WOW-TV

Prime example of the programming through which creative talent and community leadership are continually building new vision into Television on stations represented by **BLAIR-TV**

Leadership, with Reason

In television there are two sides to a standout news operation: First, getting the news. Then, presenting it.

On both sides WOW-TV has a prize-winning record, year after year. Its news-gathering starts with the complete four-wire UPI service, combined with three AP wires to give full perspective on world, national and regional events.

To these the station adds UPI facsimile, plus a special weather-wire, plus instantaneous videotape from CBS (Omaha's only station with videotape).

Five newsmobiles, and six monitors connected with city, county and state safety headquarters, backed up by 110 regional correspondents, give on-the-spot reportorial coverage of the station's entire area.

In news-presentation, these myriad sources provide the station's 20-man news staff with a wealth of material that keeps Nebraska, Iowa and Missouri families abreast of the news, and well-informed on its significance.

In addition to many previous citations WOW-TV has just received the Gold Frame Award of the Omaha RT Council, for "outstanding contributions to broadcasting" in news programs. Over 400 persons and 33 organizations participated in award-balloting.

To Blair-TV, community-leadership in news and other local productions by great stations like WOW-TV is a constant source of inspiration. We are proud to serve more than a score of such stations in national sales.

BLAIR-TV

Televisions's first exclusive national representative, serving:

WABC-TV—New York
W-TEN—Albany-Schenectady-Troy
WFBG-TV—Altoona-Johnstown
WNBF-TV—Binghamton
WHDH-TV—Boston
WBKB—Chicago
WCPO-TV—Cincinnati
WEWS—Cleveland
WBNS-TV—Columbus
KTVT—Dallas-Ft. Worth
WXYZ-TV—Detroit
KFRE-TV—Fresno
WNHC-TV—Hartford-New Haven
WJIM-TV—Lansing
KTTV—Los Angeles
WMCT—Memphis
WDSU-TV—New Orleans
WOW-TV—Omaha
WFIL-TV—Philadelphia
WIIC—Pittsburgh
KGW-TV—Portland
WPRO-TV—Providence
KGO-TV—San Francisco
KING-TV—Seattle-Tacoma
KTVI—St. Louis
WFLA-TV—Tampa-St. Petersburg

show what he is doing to meet the needs of his audience.

Tv Only ▪ The tv applicant also is asked to tell what is "unusual or outstanding" about any of his program offerings in the above categories. In addition, those stations that have programs specifically for children are asked the title, description, frequency and time of each such program for composite, selected and proposed weeks.

Two tv-only questions relate to network affiliation and steps taken to encourage use of local musical and dramatic talent. Both radio and tv are asked if they subscribe to any program and advertising codes (but not necessarily industry codes with the implication that an individual station's own rigidly-followed standards would be acceptable).

Applicants (both radio and tv) also are asked about any strictly local news shows carried on a regular basis and the number of employes assigned to developing and presenting local news.

Information required on controversial issues of public importance broadcast is much the same in both the February proposal and the latest questions —although the latter set is simplified somewhat and is more specific. Also, there is little difference in questions relating to procedures for review of programming matter by the licensee prior to broadcast.

Broader questions are asked, however, with respect to the maximum amount of commercial matter broadcast during any one hour and the number of interruptions of programming plus the length of such interruptions. Commercial or non-commercial announcements broadcast within or between programs (including station breaks) are to be counted as interruptions to programming.

Instead of promise vs. performance, both the radio and tv forms have an identical section on a comparison of "proposed" and "actual" operation. The applicant for renewal is required to submit an actual comparison of what he proposed in his previous application with what was carried in the composite week. "If substantial differences exist, explain reasons for differences," the FCC states.

In a parting shot, the FCC invites the applicant to submit any additional information "to reflect adequately his programming and commercial operations and plans."

Minow Loses ▪ Chairman Minow lost out in his fight to have questions included in the forms relating to affiliate clearance of network public affairs shows. In addition, he would have required the stations to list what they carried during the time a network offered such programming and the source of his substitute.

The chairman, in a concurring statement, felt that the questions did not go far enough. "I think it is our responsibility to ask for more," he said. "It is not enough to know what service the public is receiving. . . In the critical areas, of national public affairs there should be a public spotlight on what the licensee might have done and what he failed to do."

He said that "we cannot be ignorant, as commissioners, of what we know as viewers. If an applicant who is a network affiliate has demonstrated a repeated and consistent pattern of rejecting the opportunities which his network makes available to him in public affairs programming, we should . . . know about it. . . . In the critical area of public affairs, we should know what he [affiliate] might have done, what he failed to do and why."

Hyde Dissents ▪ Commissioner Hyde, who concurred in the February notice with a strong statement of misgivings, dissented to last week's rulemaking with a reference to his February statement. At that time, Commissioner Hyde said the FCC notice "would seem to assume responsibilities (by FCC) which should remain clear responsibilities of licensees." He also felt that the rules "may tend to limit rather than expand the potential" of broadcasting.

Commissioner Craven also issued a strongly-worded statement following the February action. "I have been in the past, and I will continue to be, un-

Gavel for Cox

The FCC has passed some of its decision-making authority to Broadcast Bureau Chief Kenneth Cox in an effort to relieve the commissioners of the necessity of action on routine matters. Mr. Cox will henceforth be empowered to pass on matters not involving policy-making or departures from prescribed laws or rules.

In announcing the delegation, the commission expressed the hope that it henceforth will have more time to consider "major matters which require policy and other particular considerations." Among the bureau chief's new powers is the authority to set mutually exclusive applications for hearing, extend the time for replies to correspondence and to act upon applications for broadcast facilities (including modifications, renewals and transfers) when standards are met and upon which no objections have been filed.

Bureau Chief Cox' new authority became effective last Thursday (July 6) and already has been used in a few uncontested cases.

alterably opposed to the commission establishing guidelines for the programming of broadcast stations," he stated at that time.

New Logging Concept ▪ The new rules and requirements on keeping station logs were described as a "must" if the new program forms are adopted. Much of the information required on programming is not now logged by licensees—a fact recognized by the commission after strenuous objections were raised. Much of the required information goes back over three years and at the present time stations are required to keep back logs only for one year.

The new rules would require that they be retained by the station for a minimum of three years or until told in writing by the commission that the logs could be destroyed in cases under a controversy.

Only tv logging rules are spelled out in the rulemaking but the FCC said that it intends to make similar changes in am-fm log-keeping and invited comments on all three broadcasting media.

A large majority of the licensees presently use log books which would be made obsolete by the proposed new rules, a Washington lawyer stated last week. "This is a brand new method of logging which will require radical and expensive changes," he stated. The new rules would require the following entries, among others:

On and off time and length in seconds of each station identification announcement (length not now required); all commercial matter as either announcements or continuity; all non-commercial announcements with on, off and length; name and political affiliation of political candidates; time each program begins and ends, with classification, name and title.

Also, contingent on the result of rulemaking to require identification on-the-air of any product promoted in which station personnel have an interest, such an entry would be required in the new log.

The required entry as to the classification of a program is a new concept, as is the requirement that children, instructive, public affairs, agricultural, and local news shows be so identified in the log. Each entry of a religious program would further have to be identified as to whether it is sustaining or commercial, and along with several other categories, whether prepared in cooperation with a local organization or dealing with local affairs—all new concepts in logging.

The new rules also specify that the beginning of a log day shall be 12:01 a.m.

'Listener's Lobby' answers Minow's call

The clarion call of FCC Commissioner Newton N. Minow to listeners to blow the whistle for the FCC if they feel a station is not serving them was answered last week by a Michigan corporation calling itself "Listener's Lobby."

The group, pledged "to improve the standard of quality of radio broadcasting," asked the commission to deny or set for hearing the license renewal of WXYZ Detroit, owned by ABC. It urged the hearing be held in that city. The station's license will be up for renewal October 1, 1961.

The petition's language was relatively restrained. Reports from the members of the group who had monitored the station were waspish.

Listener's Lobby charged WXYZ "uses so-called 'formula' programming apparently dictated by the parent corporation . . . that its broadcast content is without merit or taste; that said station is listened to by teenage and sub-teen-age audiences and petitioner avers that programming by WXYZ is harmful to the emotional and intellectual health of such persons; that WXYZ has neglected and refused despite promises to recognize its civic and public responsibility in the community and to broadcast programs which are of interest to all persons in this area."

The members who monitored the station were all women. Without exception they complained of the strain of performing such a public service. Their comments:

"The disc jockeys prattle incessantly—not always grammatically—too often in teen-age jargon."

Programs are "constantly interrupted by commercials ranging from singing jingles to sheer idiocy."

"What is euphemistically described as public-service programming are time and weather checks, repeated until meaningless."

"After two or three days of intermittent listening my awareness capacity became inured to vacuous sounds and prattle so that only by forcing myself mentally to listen could I know what was being transmitted."

"Someday without challenge WXYZ may have even an unadulterated all-commercial show. Commercials that other stations would not touch will be loudly presented by WXYZ."

". . . low-grade, sexy, rock-and-roll recordings . . ."

"This newscast was presented for morons, not adults."

One monitor sounded an optimistic note, ending her report . . . "See you either at the hearing or the next Listener's Lobby meeting."

PROGRAM STANDARDS

Ford says FCC will do what it can to help raise them

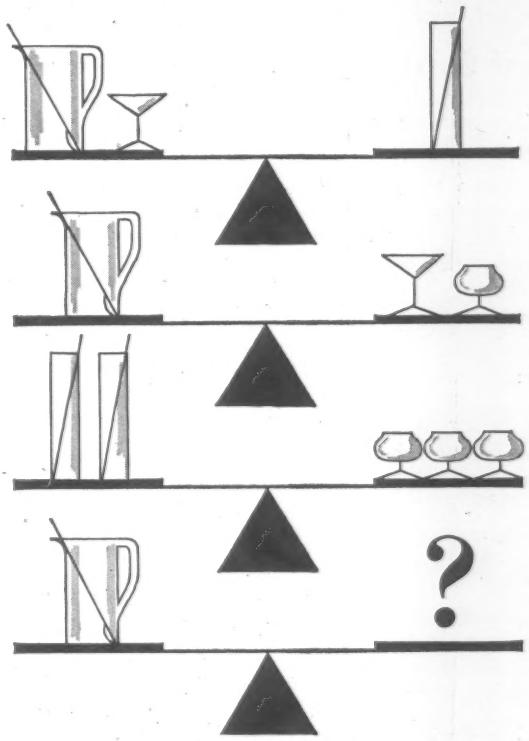
The FCC is determined to do its part to help broadcasters raise the programming standards of radio-tv, Commissioner Frederick W. Ford told the Washington State Assn. of Broadcasters on June 28.

However, Mr. Ford said, it is neither legally nor humanly possible for an agency such as the FCC to do the job by itself, so both broadcasters and the American public must rise to the challenge as well.

In the course of his speech, Commissioner Ford dwelt at length on the meaning of the often-used but hard-to-define phrase, "the public interest, convenience and necessity." He refuted the idea that the FCC arbitrarily interprets the phrase to mean anything it wishes according to its whims of the moment by citing the commission's Report and Statement of Policy, recognizing that ". . . the public interest is what the *licensee* says it is, *provided* . . . that his judgment is the result of a reasonable and bona fide effort to ascertain the program interests and needs of the area he is licensed to serve."

Although he expressed the view that it is impossible to devise a rigid definition of the phrase which would serve as a universal criterion in all matters concerning broadcasting, he pointed out that, in his opinion, certain considerations could be "identified as representing components of the public interest, convenience and necessity." "Programming," he said, ". . . must be imbued with an element of public service." He went on to emphasize that the Communications Act prohibits commission interference " 'with the right of free speech by means of radio communication.' Freedom from governmental control or supervision of programs is thus an element of the public interest."

The commissioner stated that although Congress has in general avoided defining "the public interest, convenience and necessity," the courts have "repeatedly held that programming is a significant element in determining a station's performance in the public interest" and that ". . . the power to compare programming proposals of competing applicants, to consider programming in determining whether an existing station's service area should be infringed upon by a new station and to disqualify an applicant . . . on the ground of program inadequacies, all have been affirmed as properly within the scope of the public interest . . . standard." He went on to cite as ex-



BALANCED PROGRAMMING

Agency X had a client who was a specialist. He specialized in a one-syllable word—NO! Hoping to increase his vocabulary, the agency invited him to a party. However, he hovered near the bar and fiddled with the bar equipment—in silence.

An adroit agency man, believing that actions speak louder than words, joined the fiddling. After a bit the agency genius pointed out that certain pieces exactly balanced others, as shown in the first three sketches. He asked the client to calculate the number of Martini glasses it would take to balance the julep cup. All Martini glasses being full except the one shown, the client was obliged to think.

Send us the answer* and win an exciting new prize. It may be round or rectangular, thick or thin, solid or liquid.

**If mathematics isn't your cup of tea, we suggest you demonstrate your capacity to achieve the necessary balance to the H-R man at your neighborhood bar.*

Source material Dover Publications, Inc.

wmal-tv

abc

Washington, D. C.

An Evening Star Station, represented by H-R Television, Inc.

Affiliated with WMAL and WMAL-FM, Washington, D. C.; WSVA-TV and WSVA, Harrisonburg, Va.

A preview of future FCC rules?

The shape of things to come in practice before the FCC was previewed last week when the Federal Trade Commission issued its new rules of practice, effective July 21.

If there is a community of interest among federal regulatory agencies acting under the spur of the New Frontier this is what FCC applicants can look forward to in the near future, all premised on a speed-up of casework load:

▪ No automatic review of an examiner's initial decision unless one less than a majority of the commissioners vote for oral argument.

This is one of the most controversial issues in Rep. Oren Harris' bill to reorganize the FCC; it is virtually unanimously opposed by broadcast industry spokesmen.

▪ All hearings to be held at one place and to continue without suspension until they are completed.

▪ Negotiations looking toward a consent judgment to be held prior to the issuance of a complaint. After 30 days if no consent order is agreed upon a complaint shall be issued and a hearing held to its conclusion, with the complainant forfeiting his right to work out a consent order. Although the FCC does not deal in consent judgments, some of its penalty procedures could lend themselves to this treatment.

The new rules of practice, replacing those in effect since 1955, are for the purpose of reducing delay by curbing dilatory tactics by respondents of FTC actions and by prohibiting overly deliberate prosecution and hearing of cases by the agency's own staff, it was said.

"We have good reason to hope that our revised rules will help the commission to shake itself loose from a lifelong incapacity to act soon enough," Chairman Paul Rand Dixon stated. "By requiring litigants to present the issues of a case to the commission in the fastest reasonable time, we may be able to bring relief to victims of illegal actions while they are still in business."

Internal Opposition ▪ Two of the commissioners objected to the rule which would bar the right of review by the commission of an examiner's decision. Commissioners William C. Kern and Sigurd Anderson charged that the changes are contrary to the spirit of due process and lacking explicit congressional sanction.

Chairman Dixon replied that the purpose of this is to stop appeals whose only purpose is to delay a final decision and waste the FTC's time.

The new review rule does not prevent a litigant from appealing an examiner's decision or a final FTC decision to the federal court.

FTC Commissioner Philip Elman, one of those who worked out the new rules, stated that they were more advanced than those used by any of the other federal agencies.

amples several cases from the history of broadcasting in which the U.S. Supreme Court upheld precedent-setting FCC regulations in their interpretations of "the public interest."

FCC to reconsider sale of WAMV-AM-TV

Proposed changes from a classical music format to Negro and "young adult" programming following the sale of WAMV-AM-FM East St. Louis, Ill., brought sufficient protest to cause the FCC to reconsider its approval of the sale and to reopen the case.

The commission on June 1 approved the sale from Hess-Hawkins Co. to Stamlin Inc. for $350,000 without a hearing. The agency subsequently received protests from the East St. Louis Chamber of Commerce, the mayor and others who said they didn't object earlier because the seller had stated the sale would not take place. In its order for reconsideration, the FCC said the sale will remain in effect pending further inquiry.

Principals of Stamlin Inc. include Lawrence R. Picus and Simpson R. Walker Jr. (one-third each), who also operate WOBS Jacksonville, Fla. East St. Louis is already served by two other good-music stations—KADY and WEW—and Stamlin does not believe the area can support three such stations with "the same type of music appealing to a small segment of the audience," the assignee told the FCC. But there are over 600,000 Negroes in the area and the population of East St. Louis is more than half Negroes, Stamlin claims.

The new ownership would employ a mixed staff of Negro and Caucasian announcers and would hope to appeal to "Negroes, teenagers and young adults." Stamlin plans a format it says has proved to have general appeal in Jacksonville, which also has a racially mixed population.

One telegram of protest charged that location of an integrated station in East St. Louis would stir up race problems and said the area "has been given a bad reputation" for racial difficulties. Stamlin maintained that such station operation tends to further racial understanding and to provide a general appeal to mixed audiences. It cited its WOBS experience as evidence of this claim.

FCC turns thumbs down on WHAS-TV tall-tower bid

Efforts of WHAS-TV Louisville to construct a 1,859-foot tower—higher than any man-made structure in the world—were derailed by the FCC last week. (BROADCASTING, July 3). The commission announced that it had issued staff instructions which would deny the station's application to increase its antenna height from 600 feet and move its transmitter from Louisville to Brownsboro, Ky., 19 miles northeast of the home city.

The WHAS-TV proposal had been opposed by aeronautical interests and the State of Kentucky on the ground the 1,859-ft. tower would be a hazard to air navigation. The FCC's Broadcast Bureau and two uhf stations operating in Lexington, Ky., objected because the new facilities would permit the ch. 11 Louisville station to place a Grade B signal over Lexington. An initial decision in August 1960 also recommended that the application be denied.

NAB wants to intervene in Wyoming catv case

In a petition filed with the FCC a fortnight ago, the NAB asked to intervene in a case involving construction of a catv microwave-relay transmitter atop Copper Mountain in Wyoming.

The trade association held that Hearing Examiner Walther W. Guenther erred in rejecting as "of no legal significance" a protest by KWRB-TV Thermopolis, Wyo., that the relay transmitter might interfere with its service.

When the FCC asked Congress for jurisdiction over catv stations the commission indicated its belief that catv systems may have some effect upon the nationwide tv allocations plan, NAB said. It concluded, therefore, that the FCC should consider the possible impact of the Wyoming relay transmitter in its own system of tv allocations and priorities. NAB said it should be allowed to participate if oral argument is scheduled in the case.

INCREASED POWER = INCREASED SALES

KPHO-TV and KPHO radio director of engineering, George McClanathan (right), points to a section of the "model" used to construct KPHO-TV's new transmitter building as Engineering Supervisor, Glenn Thompson, looks on

RCA High-Power Transmitter-Antenna Combination— Extends Coverage—Improves Picture Quality

... says George McClanathan, Director of Engineering, KPHO-TV

"We've completely modernized our transmitter plant and stepped up KPHO-TV's sales power with a new high-power RCA transmitter. The improved facilities started paying for themselves at once—by increasing sales. And even though operating at maximum power, we are obtaining very low operating costs, because of the way we did it."

The new power amplifier is capable of 25,000 watts output. However, the new RCA six-bay superturnstile antenna needs less than 20,000 watts of this power to get full 100 kilowatts of ERP. This puts a very light load on the transmitter, which results in low operating costs, long life, and very reliable performance.

All reports on extended coverage show that KPHO-TV's signal is extremely good. KPHO-TV's programs originating in Phoenix, Arizona, are now being enjoyed as far west as Blythe, California; as far north as Page, Arizona; as far south as Nogales, Arizona; and as far east as Silver City, New Mexico. And 90 per cent or more of the reports show far superior picture quality.

Learn how an RCA modernization program can increase your station's sales while providing reduced maintenance and increased reliability. Your RCA Broadcast Representative will be glad to give you additional information about new transmitters and antennas that can bring your station up to date. There's a complete RCA line to choose from. Get the facts before you buy. RCA Broadcast and Television Equipment, Dept. XB-22, Building 15-5, Camden, N. J.

Television station modernization starts at the Transmitter Plant

RCA®

The Most Trusted Name in Television

RADIO CORPORATION OF AMERICA

COURT BACKS FCC ON CH. 10

Order clears way for Miami tv award to Wilson; losers may undertake further legal moves

The FCC received a judicial A-OK in the Miami ch. 10 off-the-record case when a trio of federal judges last week unanimously upheld in substance the commission's 1960 decision ordering National Airlines (WPST-TV) to surrender its permit and awarding the vhf channel to L. B. Wilson Inc.

The appeals court, in an opinion written by Circuit Judge E. Barrett Prettyman, said the FCC acted correctly in making its findings in the *ex parte* case.

Concurring in the opinion were Circuit Judges George Thomas Washington and Charles A. Danaher.

Judge Prettyman also by indirection turned down an appeal by North Dade Video Inc., one of the original four applicants for the Miami tv station.

The FCC ruled that three of the four applicants in the Miami ch. 10 case were guilty of attempting to influence outside the hearing record, the outcome of the FCC's vote (BROADCASTING, July 18, 1960). The commission's ruling came after a hearing on the *ex parte* charges before a special FCC hearing examiner. The commission vacated the 1957 grant to National Airlines and disqualified National, WKAT Miami and North Dade Video Inc.

The court told the FCC that it is accepting the 1960 order as a proposal, since the case has gone back to the commission on remand. This legal point—whether the 1960 order is binding or only an indication to the court of the FCC's intent—was one of the elements in the court battle that has been fought the last 12 months.

FCC Ready to Move ▪ The commission is expected to issue a simple order invoking as a final decision the 1960 ruling. This will come when the FCC receives the court's mandate. This takes place usually 10 days to two weeks following a decision, unless further legal moves are undertaken by the parties.

In its 1960 decision the FCC gave National Airlines 60 days to surrender its permit and cease broadcasting. It also granted ch. 10 to L. B. Wilson Inc., the only applicant found guiltless of off-the-record maneuvering during the original consideration of the case.

The grant to L. B. Wilson Inc., owner of WCKY Cincinnati, contained a proviso that its initial license shall run only for four months. This was explained as an encouragement for other applicants to apply, since the commission could not reopen Miami ch. 10 to new applicants because of legal obstacles. The court upheld the FCC's position in this, despite an appeal filed by Elzey Roberts, former St. Louis broadcaster.

Because of the litigation, the commission said it would stay the effectiveness of its 1960 order until 15 days after the court issues its certification on the case.

Speculation centered last week on just what action National Airlines or North Dade Video might take to overturn the court's ruling. Both or either might ask the court to rehear the case with all nine D.C. Circuit judges sitting, or might ask the U. S. Supreme Court to review the findings of the appeals court. In either case some delay in the issuance of the court's mandate might be entailed, more so in the latter instance than in the former. WKAT earlier voluntarily dropped out of consideration.

Stiff Words ▪ In a strongly-worded opinion, Judge Prettyman wrote:

"Surreptitious efforts to influence an

Tv violence: still a primary target for Dodd and friends

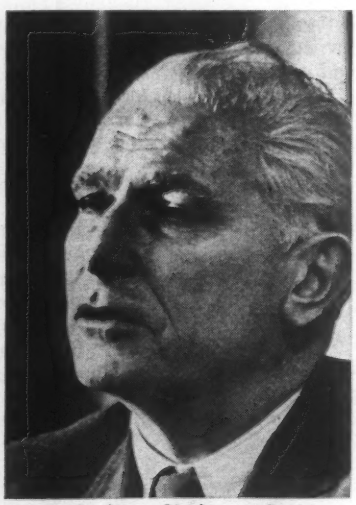
Senate hearings on the possible connection between television crime and violence shows and the rising juvenile delinquency rate is expected to resume in two weeks. That was the word last week from the Senate Juvenile Delinquency Subcommittee, which held six days of hearings last month.

Witnesses for the resumed hearings have not yet been lined up, but at least one cabinet officer—Secretary Abraham A. Ribicoff of Health, Education and Welfare—and clergymen representing the three major faiths are expected to testify.

There was no indication that the industry, which furnished a full complement of network executives at the hearing last month, will be asked to supply additional witnesses.

Although the hearing has been in recess two weeks, the firing at tv crime and violence shows hasn't abated. The National Council of Juvenile Court Judges, at its convention in San Francisco, adopted a resolution criticizing television shows "devoted to themes of crime, violence, brutality, sex and sadism." It said such programs are "dangerous to the welfare of our youth."

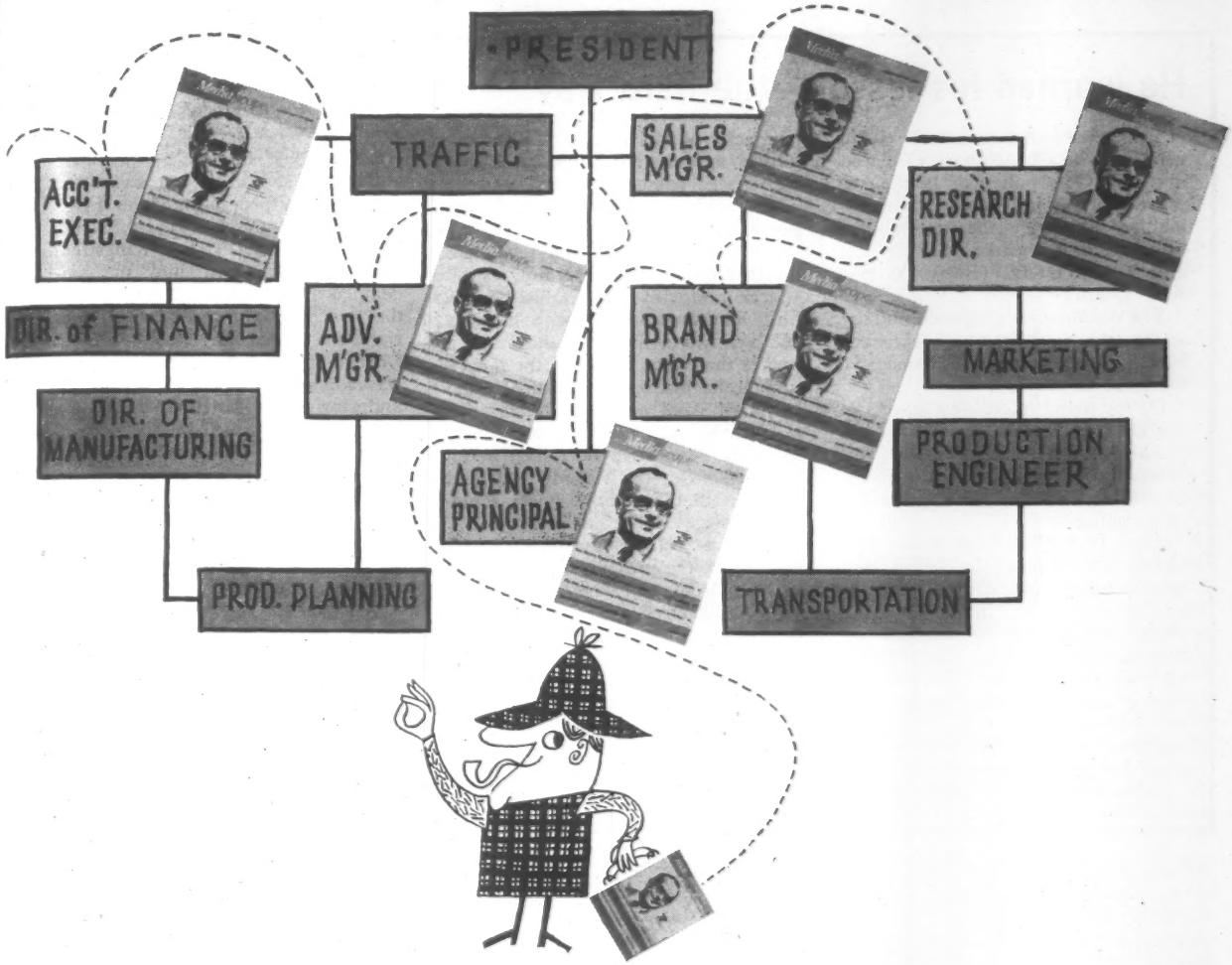
Sen. Thomas Dodd (D-Conn.), chairman of the Juvenile Delinquency Subcommittee, addressed the convention and, it is speculated, had a hand in drafting the resolution. It contained the assertion, first made in the statement with which he opened his subcommittee inquiry, that tv crime shows in prime time had tripled since 1954.



Committee Chairman Dodd

Before flying out to San Francisco, Sen. Dodd taped an interview on CBS Radio's *Capitol Cloakroom*, during which he warned he would press for federal regulation of the networks unless they demonstrated a willingness to reduce the number of crime and violence shows they carry. He set a six-month deadline for the networks to "clean up their own house."

Additional criticism of tv crime shows was heard last week from Washington, D. C. Police Chief Robert V. Murray, in closed-door testimony released by the House Subcommittee on District Appropriations. "A steady [tv] diet of crime and violence, rape and murder . . . is bound to have an effect" on youngsters, Chief Murray said. He added that crime shows often provide juveniles "with a blueprint for crime." He said "many" youngsters "followed out exactly what they had seen on television in the commission of crimes."



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He learned his lesson—the hard way

The record has been closed in what may be a benchmark case testing the FCC's policy of holding license renewal hearings in the community served by the station—the hearing in Kingstree, S. C., last month on WDKD. (BROADCASTING, June 5, 12).

The deadline for proposed findings set for this week has been extended by Hearing Examiner Thomas H. Donahue to July 27.

Of the many interesting aspects of the case, one enigma remains—the personality of Charlie Walker, the WDKD disc jockey, whose allegedly off-color remarks triggered the whole investigation.

Like Harvey and Rebecca, title characters in plays in which they never actually appear, Charlie Walker, central figure in the WDKD drama, never took the stand or visited the hearing room. Mr. Walker's attorney (and brother-in-law), LaNue Sam Floyd, was present throughout the proceeding. He said, "We didn't see how it could do Charlie any good for him to testify."

Witnesses mostly agreed on the character of Mr. Walker. All attested to his appeal and agreed he had a very large following. They said he would give freely of his own time to worthy causes and was a phenomenal fund raiser. But most said he lacked taste and restraint.

The pastor of a Methodist church in Kingstree testified: "Charlie Walker was a likeable fellow but it seems that when he got to the microphone, he just lost his head. He did a lot of good and he certainly had a big following. He could bring tears to your eyes when he talked about mothers. But the tragedy was that even in that he would inject something suggestive."

Charlie Walker is not in broadcasting at the present. He has a job driving trucks in a city many miles from Kingstree. He told BROADCASTING, "I've got no halo around my head . . . I guess where there's smoke, there's fire . . . I've made mistakes and errors in judgment. But the American way is to give people a second chance. I've got radio in my blood and I'd like to get back to it. If sometime in the future some broadcaster would give me that second chance, I know he wouldn't regret it."

Mr. Walker admitted he was bitter about the station which submitted tapes of his program to the FCC. He said that the Lake City, S. C., station (15 miles from Kingstree) had either imitated him or condemned him since it first went on the air. "They said they did a righteous thing; I say it was selfish," Charlie remarked, "Their attitude was 'Let's get rid of Charlie Walker and sing hymns all the way to the bank.' "

He told of meeting FCC attorney Donald Rushford in Kingstree during the weekend recess of the hearing at a barber shop. "I had a lot of steam and hard feeling built up inside me about all this and my temper got the best of me," he explained when asked of reports that he had "told off" the attorney. "Afterwards I apologized and talked with him a little," he said. He claimed that neither the FCC nor WDKD seemed to care to have him testify. (FCC attorney Pat Valicenti said he had wanted Mr. Walker to testify but couldn't contact him

official charged with the duty of deciding contested issues upon an open record in accord with the basic principles of our jurisdiction eat at the very heart of our system of government—due process, fair play, open proceedings, unbiased, uninfluenced decision. He who engages in such efforts in a contest before an administrative agency is fortunate if he loses no more than the matter involved in that proceeding.

"We do not have here an ordinary case of 'unclean hands,' in which counterbalancing considerations of public interest in the service involved might justify awards despite misbehavior. This case concerns corrupt tampering with the adjudicatory process itself. No public interest in service or capacity for service is paramount to the public interest in the integrity of the adjudicatory processes of government, the commission concluded. The order proposed to be adopted by the commission is well within its authority . . ."

Charges of behind-the-scenes contacts in the Miami ch. 10 case, as well as in half-dozen other tv cases, were initially made three years ago during the highly publicized hearings of the special House Legislative Oversight Committee. During these hearings, FCC Commissioner Richard A. Mack resigned after his name was linked with that of his long-time friend, Thurman A. Whiteside, a Miami attorney, who, it was alleged, was acting for National Airlines.

Both were tried on criminal conspiracy charges. The first trial resulted in a hung jury; the second ended in an acquittal for Mr. Whiteside. Mr. Mack was too ill to stand trial. Mr. Whiteside was found dead of self-inflicted gunshot wounds last May.

First of Half-Dozen ▪ The Miami ch. 10 case was the first of a number of tv cases which involved charges that attempts were made to influence FCC commissioners.

The FCC is reconsidering the Boston ch. 5 case, after having been sustained by the courts in ordering the *Boston Herald-Traveler* grant to be vacated—although not absolutely disqualifying any of the original applicants from being considered in the new proceedings.

It has ordered a review of the move of ch. 2 from Springfield, Ill., to St. Louis, because of the role played by principals of KTVI (TV) St. Louis, now operating on ch. 2.

Several months ago, the commission instructed its staff to draft a decision which would revoke the grant of Miami ch. 7 to Biscayne Television Corp. (WCKT [TV]) and disqualify not only Biscayne but also two other applicants. The commission has not acted on the Miami ch. 7 instructions yet; presumably it was awaiting the appeals court decision in the Miami ch. 10 case, particularly as it would relate to the form in which the final order should be issued.

Other *ex parte* tv cases under investigation include Jacksonville, Fla., ch. 12; Orlando, Fla., ch. 9, and St. Louis ch. 11.

KERO-TV switch delay turned down by FCC

Splitting 4-3, the FCC last week turned down requests by KERO-TV Bakersfield, Calif., to vacate the agency's order for a hearing to determine how soon the station must shift from ch. 10 to ch. 23 or to change the issues to determine whether KERO-TV must make the shift at all (BROADCASTING, April 24).

The proposed change in channels would make Bakersfield an all-uhf market.

Commissioners Rosel H. Hyde, T. A. M. Craven and John S. Cross favored granting the station's request.

KERO-TV last week opposed a request by the Broadcast Bureau that the FCC quash a deposition from an engineer on white areas and degradation of service that would be caused by the move. The station said the bureau had submitted engineering data by means of deposition and that KERO-TV should be granted the same privilege.

again). He said he had told the station he could produce "as many people as they wanted" to testify on WDKD's behalf. "I honestly believe that 99.1% of the people in the station's area are on the station's side, " he said.

He said there was absolutely no unpleasantness between him and WDKD licensee E. G. Robinson Jr. and called Kingstree residents "the nicest people in the world." Mr. Walker's wife still lives in Kingstree.

Early Fame ▪ Charlie Walker had established himself as a "character" in eastern South Carolina back in 1952. A personality sketch of him appeared in the *Charleston News & Courier* on Aug. 17, 1952. It reported that he had appeared on a nationwide radio-tv show in New York "as one of the country's top disc jockeys . . . chosen because of 'his tremendous listening audience in his area, his good showmanship and his keen knowledge of music' . . ."

The article also told of Charlie's penchant for personal kidding about local people and places. "He has an opinion on everything from the quality of unmentionables to the high cost of living," the newspaper article said.

"His listeners instantly recognize 'Smootch-Me-Quick Crossroads' as Lake City, where there is a Fairview Avenue called that because 'There's always a fair view. Nobody's got shades over there.' More easily recognizable are . . . Andrawers, Salter Do Pot and Agony Alley," the article related. Such nicknames were among those introduced by the FCC in the hearing.

"How Charlie Walker has gotten away with 'murder' in conservative, church-going Williamsburg [County] is still a source of wonder after three years. His remarks are enough to turn the wave lengths red. Perhaps people feel that he is essentially good. His jokes may be off-color but they never sting anyone. His respect for his mother is known among his friends to be remarkable. He puts in many a good lengthy word for worthy causes. He fills up his off-hours with reading and doesn't even own a radio!" This 1952 estimate of Charlie Walker seemed still valid, judging from the testimony which was heard at length in 1961 in the Williamsburg County courthouse.

FCC TO BUCK ON TOWERS

Names Lee, Bartley, Ford to confer with FAA on jurisdiction over tall antenna supports

The FCC has decided to put up a fight for its jurisdiction over radio and tv towers. Last week it named three commissioners to act as a tall-tower committee to do what is necessary to preserve the FCC's authority in this field.

Named to represent the FCC in meeting with the Federal Aviation Agency, were FCC Commissioners Robert T. Bartley, Robert E. Lee and Frederick W. Ford.

The commission acted after hearing a staff report on the FAA's new tower rules, issued last month and effective July 15 (BROADCASTING, June 19).

In the general discussion on the FAA's regulations, it was pointed out that the FAA proceedings to determine whether or not a radio or tv tower is an aeronautical hazard are not subject to the Administrative Procedure Act. It was the consensus of the commissioners and the staff that the FCC has the final authority to grant or deny a broadcast application. The FAA, it was felt, should go to Congress for clarification of the jurisdictional conflict. The FCC, it was felt, cannot turn down an applicant without making its own determination that a tower is an air hazard.

Thirty-Day Rule ▪ The FAA regulations, published in the June 14 *Federal Register*, call for broadcasters to file a request for clearance of all towers 150 ft. above ground at least 30 days before the same broadcaster files an application with the FCC.

The air agency established that any tower more than 500 ft. above ground, or more than 200 ft. above ground in a control zone, constitutes a hazard to air navigation.

The rules provide that the FAA's own Obstruction Evaluation Branch will make a determination whether or not a structure is an air hazard.

Upon the request of an applicant, the FAA administrator may grant a public hearing. This is described as a fact-finding, non-adversary proceeding, with final determination up to the administrator.

In issuing its regulations last month the FAA said it intended to establish antenna farms for metropolitan markets, and would do so subsequently. It said it would coordinate this with the FCC. Towers and other structures in antenna farm areas would be exempt from the hazard criteria in the rules.

Opposition Cited ▪ The greatest danger to broadcasters, according to those who have studied the import of the regulations by FAA, lies in the failure to permit tower applicants to oppose aeronautical objections or staff determinations with all the protection of the Administrative Procedure Act. The so-called public hearing is particularly unfair and unsatisfactory in this respect, it was stated.

The FAA rules state that a "no hazard" determination will be effective for only 18 months. This is wholly inadequate, it was pointed out, since few broadcast hearing cases are completed in this time; even am cases mostly take longer to be acted upon.

The FAA's full-scale move into the radio and tv tower field first became known last September when the agency issued proposed regulations. Broadcast and other interests succeeded in winning the right to a meeting with FAA officials to discuss various elements of the proposed rules. This took place earlier this year. An FCC staff group also met with FAA staffers to attempt some method of ironing out the jurisdictional question.

Few revisions were made in the final rules, basically the FAA adhered to its major premise that it is the agency authoried to be the sole judge of what constitutes an aeronautical hazard.

Although the FAA and its predecessor the Air Coordinating Committee made air hazard studies of radio and tv towers for the last two decades or more, the results of these determinations were only recommendations to the FCC. Where objections were lodged to antenna sites or tower heights, the FCC would make this an issue in a hearing on the application and would make a final determination itself.

WITV (TV) doesn't show for FCC license hearing

The contest for ch. 17 Fort Lauderdale, Fla., was a brief one. The hearing opened July 5 before FCC Examiner Asher H. Ende with WITV (TV) asking renewal of license and the Board of Public Instruction of Dade County seeking assignment of the channel.

Gerico Investment Co., licensee of WITV, did not send legal counsel or other representatives to the hearing, however. A notice sent by registered mail to Gerico was introduced into the record; counsel for the educational group waived proposed findings and Examiner Ende closed the record.

The FCC in its designation of hearing had found the Board of Public Instruction qualified to operate ch. 17.

GOV. MEYNER TAKES SWING AT FCC

Charges N. Y. scheme to take Jersey's only television outlet

The FCC is in collusion with the networks, "so-called educational interests" and New York television stations to perpetrate a wicked scheme designed to rob the state of New Jersey of its only tv station.

This charge was fired by Gov. Robert Meyner of New Jersey last week in response to the FCC's inquiry into how to bring an educational station to New York and Los Angeles. The governor felt the terms in which the inquiry had been couched encouraged the pending sale of WNTA-TV Newark to New York City educational interests (with the three networks and two New York independent stations contributing to the purchase price) (BROADCASTING, July 3).

Gov. Meyner's petition, drawn by the state's attorney general, stated that the FCC "inquiry itself and the inclusion of ch. 13 [WNTA-TV] within it is illegal and without statutory and constitutional justification." He further termed the injuiry "a manifest attempt to deprive New Jersey of its sole vhf station disregarding completely the history and present allocation of that channel."

Referring to the "obviously questionable tactics" of the FCC, the educators and the New York tv licensees, Gov. Meyner said the use of the inquiry instead of separate rulemakings to (1) convert ch. 13 from commercial to educational and (2) shift it from Newark to New York City is a "potential mockery of the commission's duty to protect public interest."

The governor called the proposed sale a "conspiratorial action" by WNTA-TV, the National Educational Television network and five New York stations. He implied that the stations had contributed the money towards the purchase in order to buy off a commercial competitor and ease the pressure brought to bear on them by the FCC inquiry, promoted by NET.

Newark Speaks! ▪ Leo P. Carlin, mayor of Newark, also filed on behalf of the city. Like Gov. Meyner, he submitted 10 brochures on the growth and attractions of the area. His petition to deny the WNTA-TV sale cited the history and industries of Newark and how the channel had been originally granted to serve that community. This it had done by programs of civic interest, presenting local and state officals and forums of interest to New Jerseyites until it was purchased by National Telefilms Assoc. and became essentially New York-oriented, the mayor claimed. Gov. Meyner leveled a similar charge and also showed the raise in time rates charged by the station after it had moved its antenna to the Empire State Bldg. and was allegedly concentrating on New York audiences.

Gov. Meyner told a news conference last week that a New Jersey citizens' group would like to operate ch. 13 as a commercial station, featuring some educational programming and emphasizing service to that state. A Newark newspaper article disclosed the plans Ed Cooperstein, former WNTA-TV producer-director, submitted to Gov. Meyner: in-school and informational programming from 7 a.m. to 3 p.m.; news, women's, civic and community programming from 3-7 p.m. and commercial entertainment programs from 7 p.m. to 1 a.m. Planned for weekends are "New Jersey sports," religious, music, discussion and cultural programming.

More Sanguine Views ▪ Networks and television stations were less upset in their responses to the FCC inquiry.

CBS said that commercial tv serves educational needs to a large extent and cited informational programs broadcast during the past year. The network said this was a "persuasive reason for not taking precipitant action to require compulsory change" to channels reserved solely for education. CBS praised the pending WNTA-TV sale and suggested the FCC wait a reasonable period to see how etv works out in New York before proceeding in Los Angeles. It also suggested the FCC could provide a tv channel between chs. 6 and 7 and that those desiring to view could convert their receivers to pick up the station at a cost of about $25 per set.

Gov. Meyner
Charges "conspiracy"

NBC said such an FCC proposal might have been satisfactory before commercial interests had established stations on the two cities' channels but that it would not be proper to take away channels to give to etv. The network cited the WNTA-TV sale as an example of how an amicable solution to the NY-LA etv problem can be worked out.

WPIX (TV) New York expressed the hope that the commission would approve the WNTA-TV sale and thus render the inquiry moot as far as New York was concerned. It said it would hold suggestions pending FCC action on the sale application.

KTLA (TV) Los Angeles asked the FCC to allow WNTA-TV to serve as a test of the public's acceptance of educational fare in a major market before decreeing changes in Los Angeles. "Continuing public support for the venture is still to be measured," KTLA warned. In the interim, it said, it would be willing to share in a rotation of educational programs with the other commercial stations, as suggested by KCOP (TV) Los Angeles (BROADCASTING, May 16).

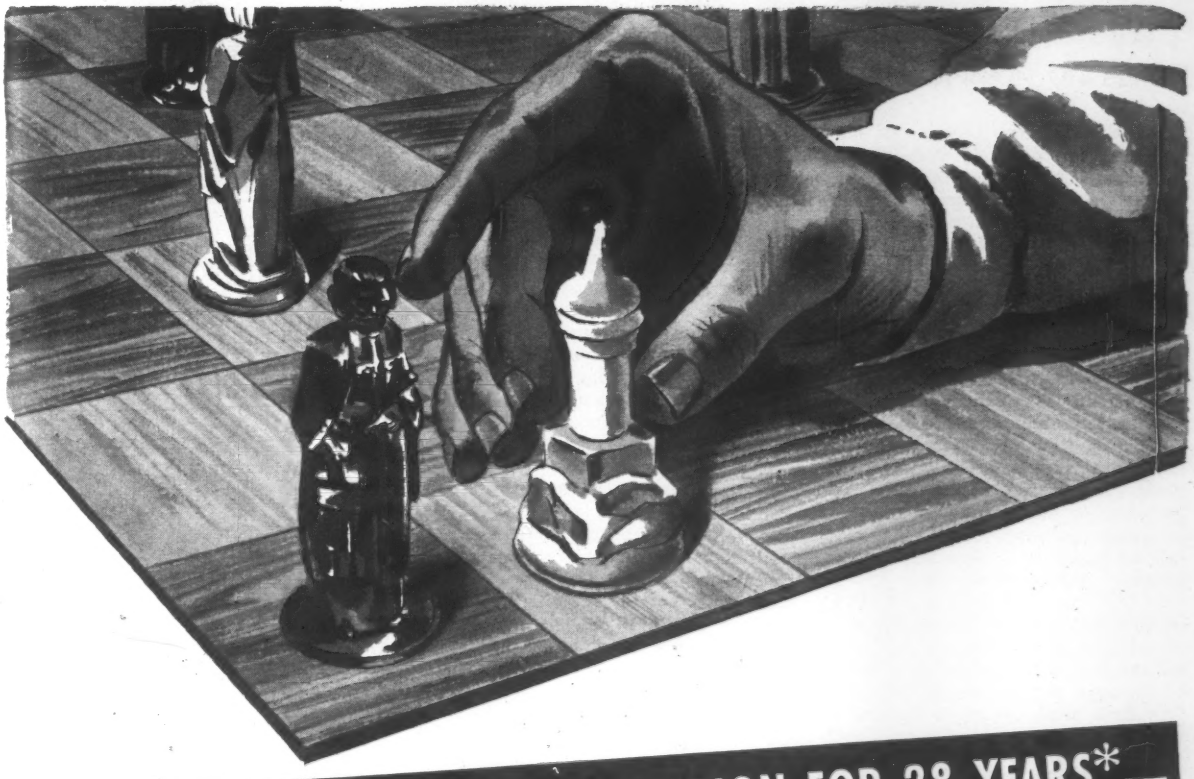
Move to halt bank loan charged in FCC case

Charges that an applicant for a Wisconsin am station put unfair pressure on a bank to prevent it from making a loan to a rival applicant will now be aired as a character qualification issue in the hearing for the facility, the FCC has ordered. Commissioners Ford and Hyde dissented on grounds that no evidence backing the charges had been presented.

Beacon Broadcasting System Inc., Grafton-Cedarburg, Wis., claimed that an attorney for rival Suburban Broadcasting Co., Jackson, Wis., had telephoned the state bank commissioner and had led him to believe that he represented the FCC in inquiring into the propriety of a $50,000 loan to Beacon by the Grafton State Bank. When the bank commissioner informed the president of the Grafton Bank he said the loan was being investigated by the FCC, Beacon charges. Samuel Miller, Suburban attorney, has denied that he attempted to make the bank commissioner believe he represented the FCC.

A further charge by Beacon was that Suburban asked Benjamin Grob, an airport owner and substantial depositor in the Grafton bank, to remove his account if the bank lent Beacon the $50,000 and that Mr. Grob actually did shift the main part of his account when the bank went through with the loan.

A loan to Beacon by another bank had been rescinded and Suburban had sought to raise the issue of Beacon's financial qualifications.



YOU MAY NEVER BE CHESS CHAMPION FOR 28 YEARS*—

BUT... WKZO-TV Is Your Best Move To Bigger Audiences In Kalamazoo-Grand Rapids!

NSI SURVEY—GRAND RAPIDS-KALAMAZOO AREA
February 20-March 19, 1961

STATION TOTALS				
	Homes Delivered		Per Cent of Total	
	WKZO-TV	STATION B	WKZO-TV	STATION B
Mon. thru Fri.				
9 a.m.-Noon	48,400	34,000	58.7	41.3
Noon-3 p.m.	65,900	53,800	55.0	45.0
3 p.m.-6 p.m.	56,400	71,900	43.9	56.1
Sun. thru Sat.				
6 p.m.-9 p.m.	155,600	96,800	61.7	38.3
9 p.m.-Midnight	138,200	66,200	67.6	32.4

WKZO-TV reaches far more homes—monthly, weekly, daily—than any other Michigan station outside Detroit. It delivers more homes than Station B in 105 of 112 quarter hours surveyed, Sunday through Saturday, 6 p.m.-10 p.m. (NSI, see left). And WKZO-TV serves *both* Kalamazoo and Grand Rapids—each is among America's 55 fastest-growing markets in population and households.

When you make your move in Kalamazoo-Grand Rapids, make it with WKZO-TV! Then *if you want all the rest of outstate Michigan worth having, add WWTV, Cadillac, to your WKZO-TV schedule.*

Sources: NCS No. 3, NSI (see box), Television Magazine.

**Austrian Wilhelm Steinitz held the world chess championship for 28 years—the longest ever.*

AM-TV-FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER
Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan
Avery-Knodel, Inc., Exclusive National Representatives

"People," *a practical man about Madison Avenue once remarked, "watch TV programs, not organizations."*

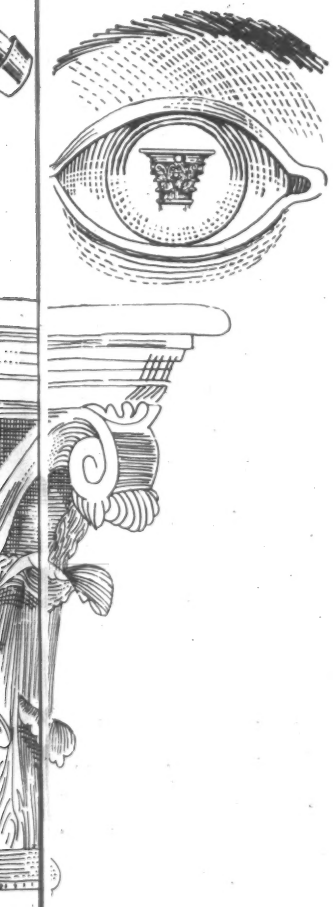
We have no basic quarrel with the quotation, but before it gets into Bartlett we'd like to make a point or two:

Corinthian, an organization of stations in several markets, believes that its group set-up provides impetus for the kind of local programming that ties communities to stations.

Indeed, people watch programs. Well-advised sponsors watch ownership.

Responsibility in Broadcasting

THE CORINTHIAN



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KHOU-TV
HOUSTON
KXTV
SACRAMENTO
WANE-TV
FORT WAYNE
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INDIANAPOLIS
WANE-AM
FORT WAYNE
WISH-AM
INDIANAPOLIS

Represented by H-R

STATIONS

Rough road ahead for Minow's FCC fees?

THAT'S CONSENSUS OF WASHINGTON OPINION ON PLAN

The current proposal of FCC Chairman Newton N. Minow to have broadcasters and others who are regulated by the commission offset the agency's entire costs through fees and stipends against gross revenues (CLOSED CIRCUIT, July 3) is in for rough sledding, several different sources in Washington indicated last week.

Chairman Minow first presented his plan to the commissioners in executive session 10 days ago. It was passed over at that time with brief discussion but is likely to be considered again this week. However, it is given little chance by informed sources for positive action in the near future for several reasons:

▪ The Kennedy administration currently has taken no position although the Bureau of the Budget has told the chairman it plans to issue a directive "very shortly" to supplant a 1959 budget directive under President Eisenhower. That order urged all agencies to "set forth some general policies for developing an equitable and uniform system of charges for certain government services. . . ."

▪ Commissioners are reluctant to take any action looking toward charging fees for their services unless the action is taken "across-the-board" by all government agencies.

▪ The FCC members also are cognizant of the overwhelming opposition against the fee proposal when it was issued for rulemaking once before—in 1954. At that time, the Senate Commerce Committee adopted a resolution telling the commission to take no further action pending action by Congress.

▪ A statement last week by Rep. Oren Harris (D-Ark.) that he is opposed to the FCC moving to charge fees "on its own" without authorization from Congress; that, outside of the commission, support for the charging of such fees is not very strong. Other members of Congress expressed outright surprise that the FCC should even consider such an action.

▪ A realization that the new fee schedule is radically different from the 1954 proposal in that the present schedule would recoup 100% of the commission's congressional appropriations, nearly $12 million, plus $1.3 million real estate value. The older plan would have recouped expenses of processing applications, etc., only.

$6 Million Bill ▪ Under the new plan, broadcasters would foot just under $6 million of the commission's bill—an estimated $5 million of this to come from a levy of .4% on gross revenues of all stations. The balance of the media levy would come from application fees—$600 for new tv stations or transfers; $300 from am and fm applications, with applications for changes in facilities, translators, etc., to be billed $30 each. These levies would be made when an action is taken. No charges would be made against intervenors or for commission-instigated actions, with cost of such activities to be recouped by stipend against gross revenues.

This proposal was deemed "fairer, easier and more practicable" than charging an initial round-figure license cost only, which might run as high as $1,500 for aural stations—large and small alike. The recovery plan covers direct and indirect costs to the commission, including salaries, operation, depreciation, management, supervisory, administrative and enforcement, among others.

Despite the objections, the Minow plan is not without precedent. The independent offices appropriation act for fiscal 1951 authorized the agencies to charge fees to recoup their costs and 5 U.S. Code, Sec. 140 accomplishes the same purpose.

The Securities & Exchange Commission and the Federal Reserve Board currently charge users fees. Numerous bills have been introduced in past Congresses expressly charging the FCC and other agencies to begin such a practice. Rep. J. Arthur Younger (R-Cal.) introduced a bill (HR 1118) last January which would provide for the assessment of fees by the FCC and five other agencies.

Three firms get FCC printing contracts

Contracts for the reproduction of public documents and FCC hearings have been awarded to three separate Washington firms by the commission. All three contracts became effective on July 1.

Cooper-Trent Inc. received a three-year contract to duplicate and sell any horizontal directional antenna pattern filed with the commission, Form 402 microwave authorizations and other records. The Goetz Co. formerly provided these services to the public.

Seabrooke Printing Co. for the next three years will sell non-government frequency lists giving data about radio stations of different classes, including frequency, power and call letters. Stenographic reports of commission hearings again will be provided by Ward & Paul Inc. at a cost of 24¢ per page for hearings held in Washington. Charges for field hearings and daily copies are higher.

TWO BIG LICENSES ON THE LINE?

FCC points finger at WINS, Crowell-Collier

Allegations of impropriety were aimed at the licensee of one New York radio station and at the prospective buyer of another by the FCC last week.

Letters of inquiry, setting forth possible issues upon which the FCC might require hearings, were sent to WINS New York and to Crowell-Collier Broadcasting Co., which seeks to buy WMGM that city for $11 million. The letter to WINS' licensee, J. Elroy McCaw, in effect, sets in abeyance FCC staff instructions to set the station's license renewal for hearing (BROADCASTING, July 3). Sale of WINS to Storer Broadcasting Co. for $10 million is also pending, but is not touched upon in the FCC's inquiry. The sales contracts for both stations terminate today (July 10) and there is speculation that last week's FCC action might block one or both transactions.

WINS earlier last week requested the before setting a hearing saying that its FCC to send such a letter of inquiry answers might make a hearing unnecessary or at least reduce the number and complexity of the issues. The station promised a prompt reply.

Five commissioners voted to send the letter to WINS with Chairman Newton N. Minow and Commissioner Robert Bartley voting for an immediate hearing order. The double-barrelled thrust of the WINS letter charged the station not only with retaining payola-taking employes but also in sharing their gains. The employes and dates of service at WINS: Mel Leeds (program director, 1957-1960); Alan Freed (disc jockey, 1954-1958); Ronnie Granger (record librarian, 1957-1959). The FCC stated that these employes received payments from record manufacturers and/or distributors for broadcasting certain material and the required announcements of this were not made. Furthermore, line charges and engineer's salaries were paid directly to WINS by a record distributor for some of Alan Freed's programs; WINS billed Mr. Freed for the expense of his remote broadcasting for a sum exceeding his salary.

The FCC said WINS received 10% of the profits of Mr. Freed's promotions which were advertised over the station without making announcement of the stations' interest and that WINS tried to induce Mr. Freed to make arrangements with record companies whereby they would pay the licensee directly for the broadcasting of records. WINS also encouraged Mr. Leeds to make a similar profit-sharing arrangement with record companies, the letter charges. WINS had been informed of Ronnie Granger's payola activities, the FCC said. The agency also claimed that officers of the licensee solicited and accepted "gifts of substantial value" from recorders.

Issues in the possible hearing included whether the licensee had been "grossly negligent" in not curbing payola practices and whether it had made misrepresentations in its reply to FCC payola questionnaires. The FCC had uncovered the above charges through investigation.

Listener Grievances ▪ An FCC spokesman said that the commission did not initiate an investigation of Crowell-Collier stations but received complaints unsolicited from all three cities where they are located (KFWB Los Angeles; KEWB Oakland-San Francisco and KDWB Minneapolis-St. Paul).

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"SO MANY USEFUL FACTS"

"No other single volume, in my opinion, provides so many useful facts about the television and radio business as BROADCASTING Yearbook."

* Senior V.P. in Charge of Media & Programming Benton & Bowles New York

Will YOUR advertising story be seen by top agency-advertiser people like this in the 1961-62 BROADCASTING YEARBOOK when it comes off the press on September 1? *Guaranteed circulation:* 18,000 copies. *Same* rates, *same* space sizes as every issue of BROADCASTING. *Final plate deadline:* July 29. Reserve the position you want – TODAY – before somebody else gets it! Wire or call collect to nearest BROADCASTING office now!

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales Street, N. W., Washington 6, D. C.

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J. S. "Dody" Sinclair, President and General Manager of WJAR-TV, highlights Providence market leadership as he pushes the button on one of the station's two new Ampex VR 1000C Intersync videotape recorders. Jack Flynn, Ampex Eastern Sales Manager, looks on. Generally, the better the equipment, the better the station. Better stations in better markets get more business, can afford the best, most, first. And WJAR-TV is as well equipped as any *Must Buy* station in any *Must Buy* market.

WJAR-TV NBC • ABC
— Represented by
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SITUATION 'FUZZY'

Soviet radio-tv tour postponed at last minute

NAB officials have learned something the State Dept. has known for a long time—dealing with the Soviet Union can be a frustrating experience, even on relatively minor matters. The officials' education on this aspect of East-West affairs was provided by NAB's participation in a U.S.-U.S.S.R. cultural-exchange program.

Several months ago the association agreed to a State Dept. request that it serve as host for a five-man team of Russian broadcasting-industry representatives who were to visit the U.S. for three weeks this summer. A U.S. team, according to the proposed exchange, was scheduled to leave for a three-week tour of the Soviet Union late in August. NAB President LeRoy Collins was to head the U.S. delegation if he could fit the trip into his schedule.

So far, so good. But as the tentative date of the Russians' arrival in New York—July 6— drew near, there was no confirmation from the Soviet embassy that the team would arrive as scheduled, or who would be on it. State Dept. officials, who had visas to issue, and NAB officials, who had tour plans to make, became edgy. Finally, last month, only a few days before a State Dept.-set deadline, the Soviets announced their team would arrive on schedule.

NAB, therefore, went ahead making final arrangements for the seven-city tour on which the Russians would be conducted. Plans were made for visits to the Midwest Program on Airborne Television Instruction, at Purdue U.; WTVJ (TV) Miami; WRC-AM-FM-TV Washington, D. C.; WFIL-AM-FM-TV Philadelphia; WGN-AM-TV Chicago; the National Educational Television & Radio Center, in Ann Arbor, Mich.; and the networks in New York. Dan Shields, assistant to NAB's vice president for television, and two U. S. Information Agency interpreters were assigned to accompany the Russians.

Then, after all arrangements had been completed, the Soviet Embassy announced the Russian delegation's trip was off, at least "for a couple of months." Vacation schedules and reassignment of some of the members to other positions were the reasons given.

In relaying this information last week, a State Dept. official said "it's hoped" the U.S. delegation will make its tour as planned. Scheduled to go are Robert Saudek, president of Robert Saudek Assoc.; John White, president of NETRC; and Henry Loomis, head of U.S.I.A.'s Voice of America. Their tentative itinerary includes radio and television stations in Moscow, Leningrad, Kiev, Tashkent, and Baku.

But, said the State Dept. official, "we're still waiting to hear whether the Soviets will accept our delegation on schedule."

"The situation," he said, "is fuzzy."

Fourth brings breather on FCC legislation

The Fourth of July holiday slowed down congressional activity on FCC reorganization last week (BROADCASTING, July 3). But business is expected to pick up this week.

The Senate Commerce Committee was to have considered the reorganization bill (S-2034) introduced by Sen. John O. Pastore (D-R.I.), but Chairman Warren G. Magnuson was unable to gather a quorum. Committee approval of the bill is now expected within the next two weeks.

The House Commerce Committee has already approved the reorganization measure (HR-7856) introduced by its chairman, Rep. Oren Harris (D-Ark). The bill's next stop—after a committee report, now in preparation by the staff, is approved—is the Rules Committee, which directs the flow of legislation to the House.

The Senate and House measures are

WFBC-TV's GREENVILLE-SPARTANBURG-ASHEVILLE MARKET RANKS 42nd*, BUT IT'S...

1st in America

Sundays 8:00 — 9:30 A.M. . . . in

Bob Poole's "GOSPEL SING"

with 63,500 Homes Delivered†

This locally-produced show is live throughout, and has as M.C. Bob Poole, best-known broadcast personality in the western Carolinas. It features many of the most-liked gospel singing quartets in the Southeast. From 8:00 to 9:30 A.M. on Sundays, WFBC-TV delivers the largest adult audience in the U.S.†*

†A.R.B. March, 1961

*According to TELEVISION MAGAZINE

WFBC-TV Delivers A Larger South Carolina Audience Than Any Other Station†

Contact the Station or Avery-Knodel for information, availabilities and assistance.

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"The Giant of Southern Skies"

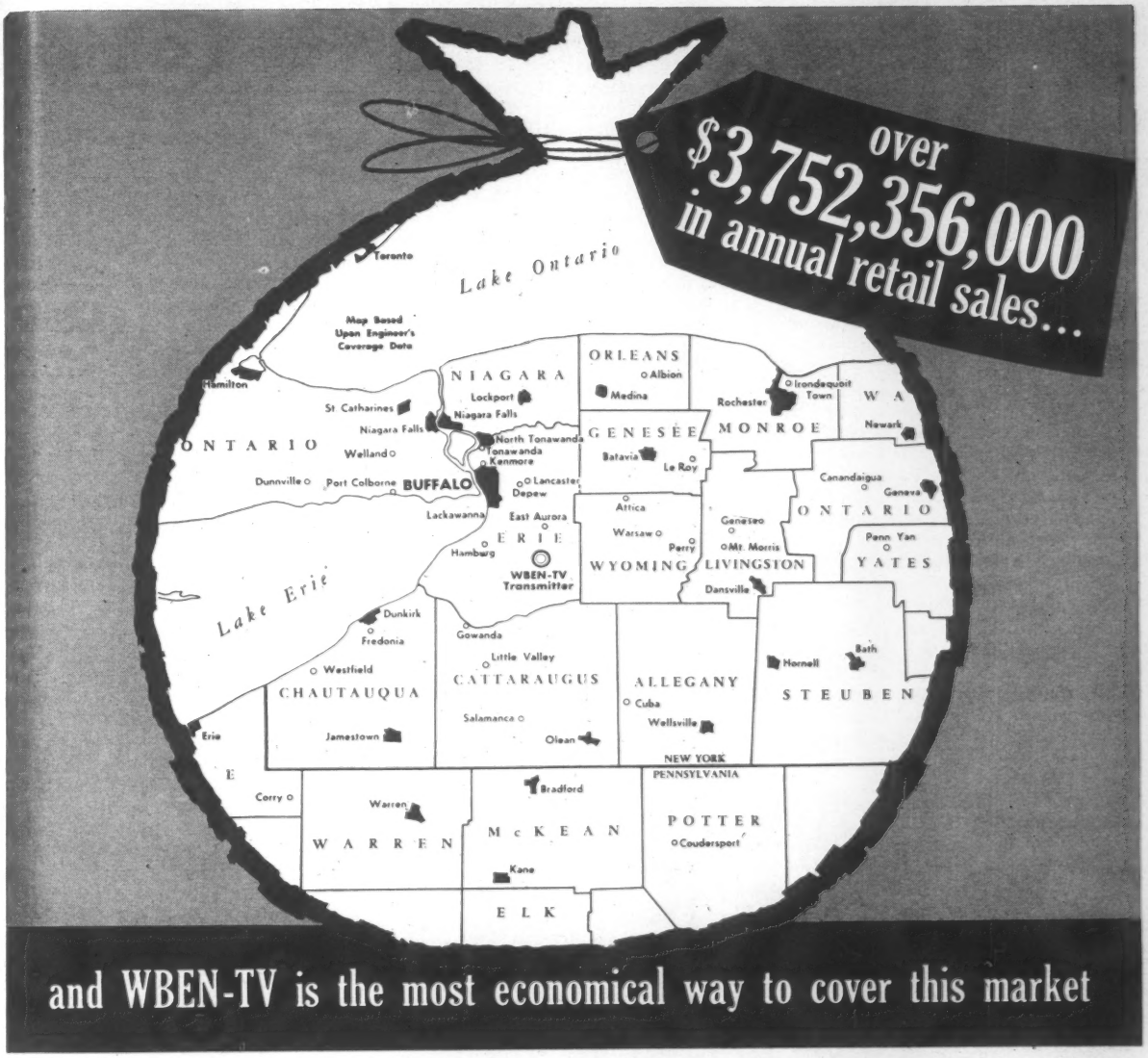
ASHEVILLE SPARTANBURG GREENVILLE

NBC

CHANNEL 4

WFBC-TV

GREENVILLE, S. C.



and WBEN-TV is the most economical way to cover this market

The strong, clear and penetrating signal of WBEN-TV reaches the 2½-million people in Western New York with an impact that jars their pocketbooks and rings cash registers.

It's the most powerful selling medium in sight and sound generated by an audience loyalty that has been built through quality programming and dedicated public-service telecasting since 1948.

The 2½-million figure *does not* include the BONUS AUDIENCE in the Canadian Niagara Peninsula where Ch. 4 has better than a one-third share of the 800,000 TV-homes audience.

No other medium can cover as much selling territory for your product as quickly, as completely, and as economically in this rich, vital market — second largest in the nation's richest state.

Keep in mind, too, that your TV dollars count for more on Channel 4 — Buffalo.

Get the facts from Harrington, Righter & Parsons, National Representatives

WBEN-TV

The Buffalo Evening News Station

CH. 4

CBS in Buffalo

practically identical. Both permit the FCC to delegate its functions and to exercise discretion in granting commission-level review.

Minow has a fan in former FCC staffer

FCC Chairman Newton N. Minow has received a pat on the back from an old fighter for better broadcast programming—Dallas W. Smythe. Prof. Smythe, one-time member of the FCC staff and considered largely responsible for the 1946 *Blue Book*, is now professor of communications at the U. of Illinois.

Mr. Smythe referred to Mr. Minow's current campaign on programming as a hopeful sign. ". . . With a courageous chairman, the FCC seems to be about to use its legally delegated power to protect the public interest in the use of tv and radio channels," he told an audience at the U. of Maryland June 29. He called on his listeners to support the FCC chairman, warning that until Mr. Minow's words are implemented success cannot be certain.

The mass media are not living up to their responsibilities in the nuclear age. This is the theme sounded by Mr. Smythe in his lecture. Radio-tv, newspapers and magazines are not fully communicating the facts of international life to the American people, he stressed.

Tv presents so-called popular art in the prime evening hours, while the seemingly esoteric art forms are offered only on Sunday mornings or afternoons. Mr. Smythe declared. Under the slogan of giving the people what they want, popular tv's production standards are low, he stated. He stressed that psychologists have demonstrated that tastes are cultivated and that if the radio or tv audience is given novel materials to watch for a long enough time, it will learn to enjoy them.

PLENARY SESSION

Administrative Conference committees named

The Administrative Conference of the U. S. held its first "plenary" meeting in Washington last month with Attorney General Robert Kennedy addressing the opening session. The 86-member conference was established in April by executive order of the President to assist in the improvement of administrative procedures in regulatory agencies.

Judge E. Barrett Prettyman of the U. S. Court of Appeals is chairman of the conference. FCC General Counsel Max Paglin is vice chairman and Webster Maxon, Dept. of Justice attorney in charge of the Office of Practices & Procedures, is executive secretary.

At the meeting, the conference adopted by-laws and approved nine standing committees as recommended by the 11-man council. The conference is under a mandate from the President to submit its final report by Dec. 30, 1962. Its members are from the agencies, private attorneys and college professors. Six members of Congress have also been appointed to the conference with floor privileges only.

The nine standing committees, with chairmen following, approved last month: (1) Committee on Personnel, Emmette S. Redford of the U. of Texas; (2) Committee on Internal Organization & Procedure, Robert W. Ginnane, general counsel, Interstate Commerce Commission; (3) Committee on Rulemaking, David Ferber, assistant general counsel of the Securities & Exchange Commission; (4) Committee on Licensing, Commissioner Whitney Gillilland of the Civil Aeronautics Board; (5) Committee on Compliance & Enforcement Proceedings, FCC Commissioner Rosel H. Hyde; (6) Committee on Claims Adjudication, Cyrus R. Vance of the Dept. of Defense; (7) Committee on Statistics & Reports, Charles W. Bucy of the Dept. of Agriculture; (8) Committee on Information & Education, James Henderson of the Federal Trade Commission, and (9) Committee on Judicial Review, Washington attorney Ashley Sellers.

The next meeting of the full conference was scheduled for Dec. 5 with the council to meet again Sept. 18. Members of the council, who were appointed by the President, are assigned to the various committees as liaison with the council.

A conference request for appropriations for fiscal 1962 has been submitted to the Budget Bureau which has not, as yet, taken any action.

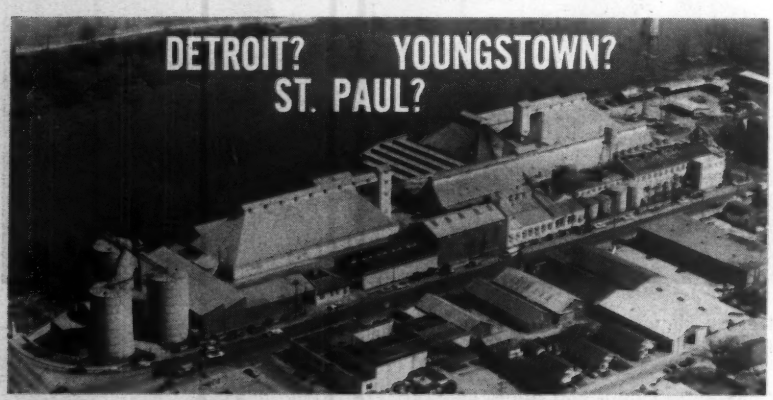
Broadcasters face hike in press service rates

Broadcasters' press service costs would be hiked under an initial FCC decision granting AT&T and Western Union rate increases for leased-line telegraph services.

The proposed action, announced last week, would authorize AT&T to raise its annual revenue by $2.7 million and Western Union, by $750,000. The FCC will issue its final ruling in the case sometime after Sept. 15.

In issuing its initial decision, the commission tentatively rejected a petition from NAB, UPI and the American Newspaper Publishers Assn. that leased-line telegraph rates be reduced to 1958 levels.

They maintained that AT&T had



NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 71.7% SHARE OF AUDIENCE

According to March, 1961 ARB we average 71.7% share of audience from 9 a.m. to midnight, 7 days a week in Monroe metropolitan trade area.

KNOE-TV

Channel 8
Monroe, Louisiana

The only commercial TV station licensed to Monroe.

CBS • ABC

A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: The Union Oil Mill, Inc., processors of cottonseed and soybeans—West Monroe, Louisiana.

THAT WCKY SURE sews up CINCINNATI!

Since it's hardly considered cricket to needle competition (ours or anyone else's for that matter) we won't quote that part of the nice letter from Northwest Airlines that compares WCKY sales results with other stations! But you will get the thread of the story if we just dot-dot-dot the parts that say: ". . . in the Cincinnati market, WCKY is our best sales tool . . . never in our wildest dreams did we anticipate such response". That would seem to be enough to sew it up; if WCKY can move passengers half-way around the world, can you imagine how it moves toothpaste, cigarettes, coffee and what-you-sell in its own billion-dollar 68-county neighborhood. What's more, AM Radio Sales will show you that WCKY just costs a thimble-ful of money.

WCKY-RADIO IS SOME BUY!
50,000 WATTS – CINCINNATI

rell Sr., Florida lawyer and husband and father of principal owners of WORZ who was under cloud of state bar). Therefore, WLOF-TV said, WORZ's case had not been prejudiced and there was no need to consider the case any further.

Mid-Florida further said that Mr. Colee's testimony had not been impeached and that the actions of William Murrell Jr. "promptly destroys much of his testimony."

WORZ found that it is impossible to determine "just who may have been the inventive genius—the mastermind—but it is clear that Dial . . . was the person upon whom Mid-Florida principals depended when critical situations arose."

Tripp sentence deferred

Sentencing of disk jockey Peter C. Tripp, scheduled for June 30, was put off until July 25 so New York County Special Sessions Justice Edward F. Breslin may have more time to study probation reports. Mr. Tripp was found guilty last May of 35 counts of commercial bribery while he was employed by WMGM New York. He faces maximum sentence of one year and $500 fine on each count for total 35 years and $17,500 in fines. At same time life of fourth grand jury of July 1960 (New York County) investigating perjury in connection with tv quiz shows which was to end June 30, was extended to Dec. 29, 1961.

Delayed ch. 6 grant cleared for New Bedford

Clearing the roadblocks, the FCC last week granted ch. 6 New Bedford, Mass., to E. Anthony & Sons, publisher of the New Bedford *Standard Times* and the Hyannis (Mass.) *Cape Cod Standard-Times*. Earlier a hearing examiner approved an agreement under which competing applicants Eastern States Broadcasting Corp. and New England Television Co. withdrew their applications in exchange for shares in the operation of ch. 6.

The commisison also last week terminated rulemaking looking toward reassigning ch. 6 to Providence, R. I., and accepted the Anthony position that it could provide an acceptable signal to the Providence metropolitan area as well as New Bedford and southern Massachusetts. The agency said that this procedure would provide an earlier additional vhf service to the area than would be possible through a shift of the allocation to Providence—a proposal which faced serious mileage separation problems.

At the same time, the FCC announced plans to institute a new rulemaking shortly looking toward making Hartford, Conn., all uhf by deleting ch. 3 (WTIC-TV). This has been proposed by Springfield Tv Broadcasting Corp. (WWLP [TV] Springfield, Mass.).

PROGRAMMING

Where all that money's going

COST BREAKDOWNS FOR ONE OF TV'S MOST-EXPENSIVE PROGRAMS

The Talent Assoc.-Paramount Ltd. two-hour production of *The Power and the Glory*, scheduled for CBS-TV next season, is probably the most expensive program ever created for television. Originally budgeted, exclusive of time, at $560,000, it has already cost $700,000, and last-minute editing charges are expected to increase production expenditures to a total $725,000.

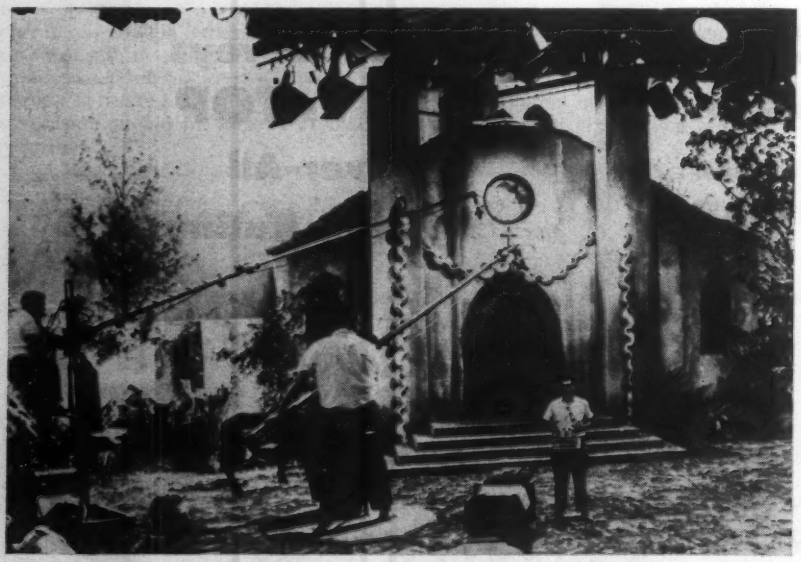
The Dale Wasserman dramatic adaptation of Graham Greene's novel, also is the first tv program to be taped and filmed simultaneously for both tv and feature-film showing. TA-Paramount hopes to release the 35mm film version of it in European movie houses early next year, and subsequently in American theatres if necessary to recoup its financial outlay.

The play was shot at NBC's Brooklyn studios in eight frantic days—last May 30-June 7—during which time the cast spent a grueling 130 out of a possible 192 hours on camera. Counting two hours daily for makeup and adding an average two hours a day more for traveling (mostly by rented Cadillacs), a scant 30 hours remained for sleeping.

Reason for the haste, as well as for a good many other factors, was the presence in the cast of one of the world's foremost actors, Sir Laurence Olivier. The English star was due to return home by the middle of June and the production was speeded-up to accommodate him.

$100,000 Star ▪ Also in the cast are some of the finest Broadway and Hollywood talents available. They include Julie Harris, George C. Scott, Roddy McDowell, Keenan Wynn, Mildred Dunnock, Thomas Gomez, Fritz Weaver, Martin Gabel and Patty Duke. All of these high-priced personalities accepted less than their usual performing rates in order to work with Mr. Olivier. Total cast cost for the production was $175,000, with Mr. Olivier receiving $100,000 of that amount, and the rest of the cast dividing the remaining $75,000 between them.

Shooting the play on 35mm film as well as taping added considerably to



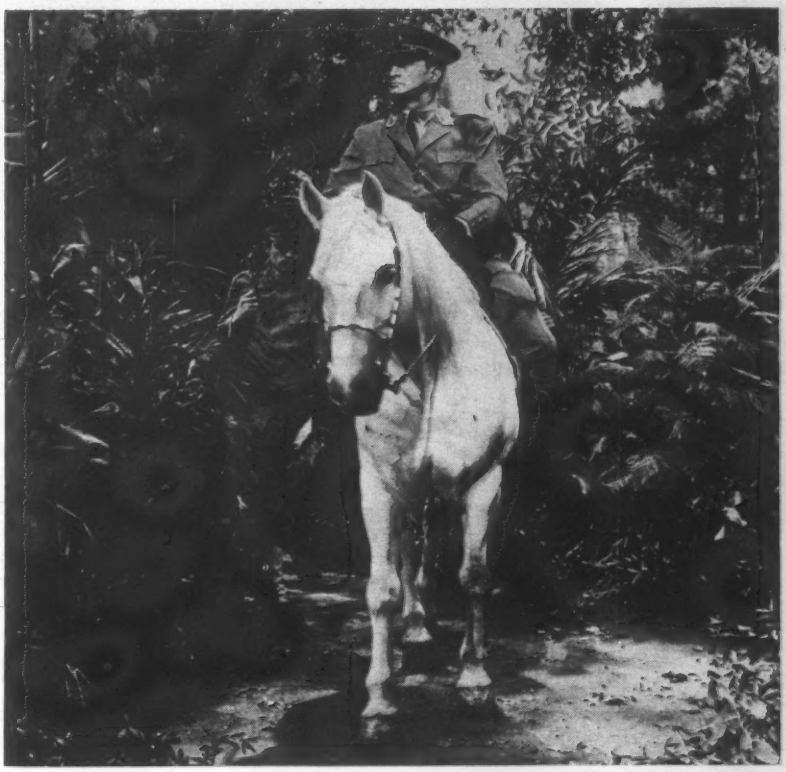
A camera crew moves in to film and tape a scene from 'The Power and the Glory.' In the background is a replica of a Mexican rural church, one of the 40 sets that was used in the production.

costs, and presented problems not common to productions which are targeted only for tv. Because *The Power and the Glory* also will be seen as a feature film, more lighting and larger sets were needed. Actually the entire production was shot with an emphasis on film techniques. (It is in monochrome, and color would have boosted costs still more).

The play used 40 sets compared to an average 8 sets used by an ordinary tv production, and the 20 sets used by even the biggest tv shows. Burr Smith designed them and they were executed by Allied Scenic Assoc., Brooklyn, in a near-record 12 days. The sets reportedly are the most elaborate and expensive ones ever devised for a tv program, and compare favorably with the best Hollywood has offered in the past. They include a replica of an entire Mexican village laid out end-to-end, a section of a rural church, a dentist's office, a section of jungle, and a prototype of a mountain range.

To make the jungle authentic, TA-Paramount imported $15,000 worth of tropical foliage, which included live banana trees, from Florida. The mountain range was built out of styrofoam —a special Burr Smith formula that Mr. Olivier took back to England with him for use in his own productions. Styrofoam is said to be an extremely light substance that can hold considerable weight. Also included in the staging was a small army of live domestic animals consisting of 10 burros, 6 horses, 15 chickens, dozens of mangy-looking dogs, and some 20 pigs.

Expensive Sets ▪ TA-Paramount paid $160,000 for the studio facilities and for set changes. The production company paid an additional $120,000 for sets. This is an astonishing figure considering that the sets for the sumptuous Broadway production of "My Fair Lady" only cost about $88,000, and sets for one of the most expensive stage productions of all time, "Camelot," were approximately $125,000.



Actor George C. Scott rides through a minature jungle created for CBS-TV's 'The Power and the Glory.' The tropical foliage was transplanted from Florida at a cost of $15,000 for the expensive production

Renee Valente, TA-Paramount's production manager estimates above-the-line costs for the show at $436,500, and under-the-line costs at $288,500. She defines above-line as including expenditures for cast, costumes, director, writers, writers pension, costume designers, wardrobe handlers, set designers, assistant director, production assistants, rights, music, composer, insurance, AFTRA pension and welfare. Included in Miss Valente's estimate for under-the-line costs are sets, studio facilities, editing, mimeographing, rehearsal costs, cast meals (which amounted to a high $2,000), makeup, payroll personnel, taxes, publicity and staff expenses.

According to Miss Valente, TA-Paramount supplied "every penny" of the production. CBS-TV will be involved only in the time sale to a sponsor, which she estimates will cost about $200,000 to $250,000. She says the program will be sponsored by a single advertiser and is set for a Nov. 26, 9-11 p.m., telecast.

Miss Valente points out that RKO

'Macbeth' similar in production set-up

Last year's highly-praised and expensive production of "Macbeth," which was sponsored by Hallmark Cards on NBC-TV, had a similar, but not the same production set-up as *The Power and the Glory*.

According to George Schaefer, producer-director of the show, "Macbeth" was shot with movie cameras as a technicolor film and shown on tv in film form. It was shot in seven weeks, five of them in MGM's Elstree Studios in London and two weeks on location in Scotland. Film techniques were used almost exclusively. Mr. Schaefer says it was scored, edited, lighted and directed strictly as a motion-picture film.

The production initially was estimated to cost $750,000 with Hallmark putting up $350,000 of that amount. Its actual cost, however, was considerably under that figure. Mr. Schaefer and the two stars of the play, Maurice Evans and Judith Anderson, worked on "deferred payments," which are contingent on box-office returns from the theatrical showings of the production. Thus, they have not been fully paid.

Mr. Schaefer explains that "Macbeth" has just been released for theatrical distribution by British Lion Films. It already has been shown in Edinburgh and Glasgow, Scotland, and in London. He estimates that it will take at least two years before the production's success as a theatrical endeavor can be determined.

Your car, madame . . .

But *where* is the car?
Here we are floating . . .

Magic, you say? Yes!
Camera and film magic!

FILM does the unusual!

A writer is in deep thought . . .

"M-m-m—magic ride. How can we do that? A flying carpet? M-m-m—could be? But can't we do better?"

The writer drops back into deep thought. Suddenly . . .

"I've got it! Magic ride! Young couple—riding through the country. No car—just floating. Magic! That's what we want!"

Grand idea. But how to do it?

* * *

Film was the answer—film with all its versatility—its adaptability. Film with a special prism camera—plus time, patience, skill.

Result: a TV commercial to rave about—unusual in every way—beauty—impact—memory value.

But that's film for you! Film does the unusual—gives you the commercials you want—*and when!*

What's more, film, and film alone, gives you the convenience, coverage and penetration of multiple markets that today's total selling requires.

For more information, write
Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N.Y.

East Coast Division
342 Madison Avenue
New York 17, N.Y.

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, Calif.

or **W. J. German, Inc.**
Agents for the sale and distribution of Eastman Professional Films for Motion Pictures and Television, Fort Lee, N.J., Chicago, Ill., Hollywood, Calif.

ADVERTISER:
Chevrolet Motor Division
AGENCY:
Campbell-Ewald Co., Inc.
PRODUCER:
Rene Oulmann—
Arco Film Productions Inc.

Radio Pictures Corp., owner of movie and tv rights to the play (the film compan produced a movie version in 1947 under the title "The Fugitive") was paid $13,750, and National Telefilm Assoc., who produced *The Power and the Glory* on its *Play of the Week* tv show in October 1959, was given $7,000. (Another production of the play was produced at off-Broadway's Phoenix Theatre in 1958-59 season, with Fritz Weaver, who has about a five-minute bit in the most recent production, starring in the Laurence Olivier role.)

Hearst Metrotone makes hour-long documentaries

A series of one-hour documentaries spotlighting well-known individuals of recent history, *Perspective on Greatness*, is being produced by Hearst Metrotone News, New York, in association with BCG Films Inc., New York. The first program will be completed by July 15, according to Nat Gassman, BCG Films president.

The series will use film footage owned by Hearst Metrotone News and new material being shot by the news organization throughout the world. The first 13 programs under preparation will focus on such outstanding personalities as Charles Lindbergh, Konrad Adenauer, Mohandas K. Gandhi, Alfred E. Smith, Eddie Rickenbacker, Gen. Douglas MacArthur, Admiral Richard E. Byrd and the Duke and Duchess of Windsor.

Caleb Stratton, executive vice president of Hearst Metrotone News, will serve as executive producer on the series. BCG Films will distribute the series to stations.

'December Bride' sales reported at $700,000

CBS Films Inc. has done more than $700,000 worth of business on sales of its new syndicated, *December Bride*, it was reported last week. Since being put on the market nine weeks ago, the series has been sold to a total of 21 stations. Included in these are WABC-TV New York, WBKB (TV) Chicago, WBNS-TV Columbus, Ohio, KONO-TV San Antonio, Tex., WMAL-TV Washington, D. C., WKST-TV Youngstown, Ohio, and WITN (TV) Washington, N. C.

Altogether, 157 episodes of the comedy series are being offered for sale. The series was for several seasons a network show on CBS-TV, and was one of four such programs (*Angel, Wanted—Dead or Alive,* and *Deputy Dawg*) which CBS Films placed in syndication last May.

OUTCAST ON

Here are the next 10 days of network color shows (all times are EDT).

NBC-TV

July 10-14, 17-19 (10:30-11 a.m.) **Play Your Hunch,** part.

July 10-14, 17-19 (11-11:30 a.m.) **The Price Is Right,** part.

July 10-14, 17-19 (12:30-12:55 p.m.) **It Could Be You,** part.

July 10-14, 17-19 (2-2:30 p.m.) **The Jan Murray Show,** part.

July 10-14, 17-19 (11:15 p.m.-1 a.m.) **The Jack Paar Show,** part.

July 10, 17 (9:30-10 p.m.) **Concentration,** P. Lorillard through Lennen & Newwell.

July 12, 19 (8:30-9 p.m.) **The Price Is Right,** Lever through Ogilvy, Benson & Mather, Speidel through Norman, Craig & Kummel.

July 12, 19 (10-10:30 p.m.) **It Could Be You,** Procter & Gamble through Benton & Bowles.

July 13 (9:30-10 p.m.) **Great Ghost Tales,** Ford through J. Walter Thompson.

July 14, (8:30-9 p.m.) **Five Star Jubilee,** Massey-Ferguson through Needham, Louis & Brorby.

July 15 (9:30-10 a.m.) **Pip The Piper,** Gen. Mills through Dancer-Fitzgerald-Sample.

July 15 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

July 15 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

July 15 (7:30-8:30 p.m. **Bonanza,** RCA through J. Walter Thompson.

July 16 (6-630 p.m.) **Meet the Press,** co-op.

July 16 (7-8 p.m.) **The Shirley Temple Show,** Nabisco through Kenyon & Eckhardt.

July 16 (9-10 p.m.) **The NBC Mystery Theatre,** Dumas-Milner through Gordon Best.

July 18 (10-11 p.m.) **Purex Special For Women—The Single Woman,** Purex through Edward Weiss.

Ziv-UA acquires 'Laura' for new tv program

Ziv-United Artists has purchased the television rights to the Vera Caspary novel *Laura,* produced in 1944 as a motion picture.

As a tv production, *Laura* will be a "sophisticated comedy-drama series," retaining the roles of columnist and police lieutenant played in the movie by Clifton Webb and Dana Andrews. An actress to play the title role has yet to be selected.

This is the second property Ziv-UA has acquired in two weeks. The production firm announced earlier the acquisition of tv rights to S. J. Perelman's *Acres and Pains* (BROADCASTING, July 3).

An 'important part' of viewers' lives

Sixteen months ago WISH-TV Indianapolis started an exercise-beauty-grooming program called the *Debbie Drake Show*. Today, the program is syndicated to more than 65 markets and five tv stations, which have completed a six-month cycle of the 15-minute, five-times-a-week program, signed for a repeat schedule.

Charles McGregor, president of Banner Films Inc., New York, which is distributing *Debbie Drake*, pointed to another index of the program's success: it is more than 90% sponsored in the markets in which it is running. Generally, the program is sponsored by a local supermarket or a company manufacturing food products. Among the advertisers are Foremost Dairies, the Kroger Co., Serta Mattress, Lite-Diet Bread Co., Merita Bread and Luzianne Coffee.

Available at present are 130 segments of the series, but WISH-TV is continuing to produce episodes

which will be available at a later date. The station produces the program on tape but it is transferred to film for showing on outlets to which it is syndicated. Banner film started syndicating the series last October after its initial success on WISH-TV.

The format is simple: Miss Drake, a physical culture specialist, does various exercises and provides tips on beauty and health (she has been referred to as the "female Jack La Lanne"). The program is aimed primarily at housewives and is slotted in early-morning time periods. Mail pull from stations indicates that many viewers consider these exercises "an important part" of their lives.

Miss Drake is available to appear in commercials and is featured in some of them. Otherwise, sponsors buy into the program on a spot basis. Miss Drake also does personal appearances and, according to Mr. McGregor, she has caused "minor riots" on some visits.

In addition, the name of Debbie Drake may find its way to other media. Negotiations are underway for a syndicated newspaper column and a book by Miss Drake.

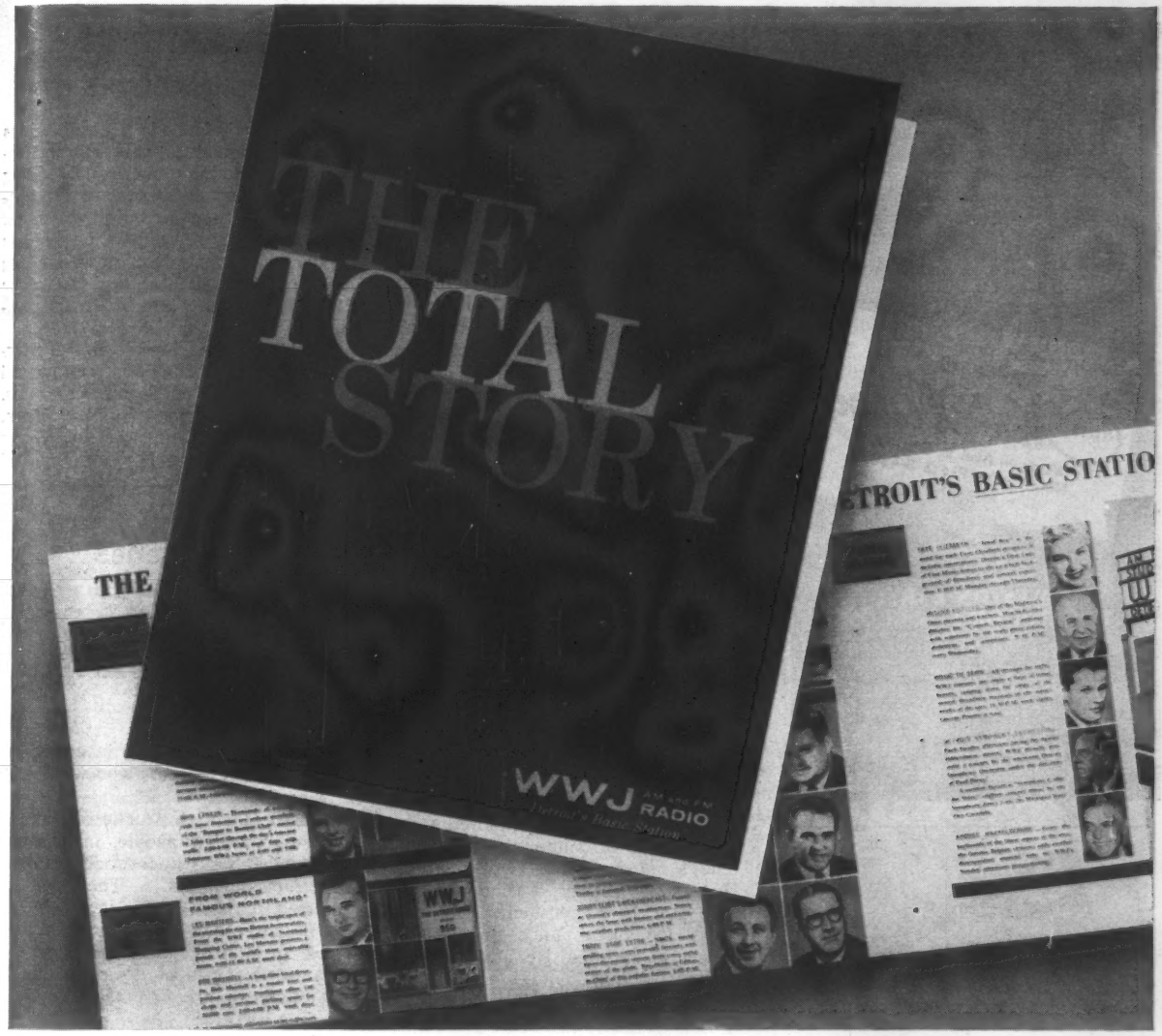
Program notes...

Actors eligible ▪ A total of 4,125 actors and 1,525 extras have qualified for health and welfare benefits under the Screen Actors Guild and Screen Extras Guild contracts with the producers of tv films and theatrical motion pictures, Byron Ellerbrock, administrator of the plan, reported Thursday (July 6). Since the first of the year, more than $200,000 has been paid in hospital, medical and life insurance benefits to approximately 500 actors and extras. Eligibility is achieved by earning $1,000 in a four-quarter period in work for producers who are signatories to the plan.

Fall tv series ▪ First installment of *Hazel*, new Screen Gems tv series, went into rehearsal Friday (July 7), with filming scheduled to start tomorrow (July 11). Harry Ackerman is executive producer, William Russell, director, and James Fonda, producer of the series, which premieres on NBC-TV Sept. 28, Thursday, 9:30-10 p.m., with Ford Motor Co. as sponsor. Whitney Blake is completing casting of series' permanent roles in addition to Shirley Booth, who stars in the title role, along with Don DeFore and Bobby Buntrock.

Canon 35 ▪ The controversial Canon 35 was the subject of a special half-hour editorial delivered on WOW-AM-TV Omaha by Frank P. Fogarty, executive vp of the Meredith Broadcasting Co., June 30. Mr. Fogarty asked for restraint and consistency in the imposition of Canon 35, referring specifically to a recent ruling by a county judge banning cameras at the recount of Omaha's mayoralty votes and noting that there was no rule banning cameras in the recount of gubernatorial votes two years ago.

NO ONE ELSE CAN MAKE THAT STATEMENT!
... JUST US!
of all the TV stations in the Pacific Northwest only KTNT-TV includes all 5 cities* in its "A" contour
*SEATTLE TACOMA EVERETT BREMERTON OLYMPIA
Before you buy television in the Pacific Northwest, consider this one basic fact: Only KTNT-TV in this area includes five major cities of Western Washington within its "A" contour, and KTNT-TV's tower is ideally located to beam a clear signal to all of this major market.
Ask your WEED TELEVISION man about dozens of other reasons you should include KTNT-TV in your advertising plans.
KTNT TV
CHANNEL 11
CBS for Seattle, Tacoma and Puget Sound area
Studios in Seattle and Tacoma



read any good books lately? If you're planning a Detroit radio schedule for fall, this one is for you!

"The Total Story" shows what WWJ means by "Total Radio," gives you a buyer's-eye view of WWJ's imaginative programming which ranges from popular music to symphony concerts, from play-by-play sportscasts to lively talk on the "Hour of Information" and "Phone-Opinion." And for good measure, there's a WWJ coverage map which shows at a glance the big, prosperous area served by Detroit's basic station.

You'll agree that "The Total Story" makes good sense, that "Total Radio" means greater impact on listeners, more attention to your sales message. If you don't have a copy, or if you'd like extras, just phone your PGW Colonel or write the station.

WWJ AM and FM **RADIO**

Detroit's Basic Radio Station

NATIONAL REPESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC. • OWNED AND OPERATED BY THE DETROIT NEWS **NBC Affiliate**

Luxury Living!
Sensible Location!

Specify The New Weston, in the heart of the advertising and broadcasting belt, as your in-town address. Our splendid rooms and suites make an ideal environment for living or entertaining. Theatres, clubs, shops are advantageously close. NOW COMPLETELY AIR CONDITIONED.

In the distinguished world of the
HOTEL *New Weston*
Madison Ave. at 50th St.
New York • PLaza 3-4800

World-Famous
NEW WESTON BAR & ENGLISH DINING ROOM

Here you rub shoulders with the smartest people any time of day. Come in for cocktails and hot canapes. The cuisine is skillfully prepared to Continental tastes. Try it some day soon at lunch or dinner.

Storer forms program syndication firm

FIRST SHOW TO BE OFFERED IS KTTV'S 'DIVORCE COURT'

Storer Broadcasting Co. last week announced the formation of a new subsidiary company, Storer Programs Inc., which will handle distribution, production and sales of television programs. The first property acquired by the new unit is *Divorce Court,* consisting of 168 hour-long taped programs, for which Storer paid in excess of $1.5 million to the Times-Mirror Broadcasting Co., Los Angeles, owner of KTTV (TV) there.

Mr. Evans

Storer officials indicated that *Divorce Court* is the first of several programs its new unit would buy for distribution to local tv stations. The subsidiary also will arrange for independent productions by outside companies, with Storer Programs Inc. selecting properties, financing their production and handling syndication, distribution, exploitation and sales. Storer Programs has obtained all rights to *Divorce Court,* which now is being shown on 28 tv stations, and will place 130 programs into immediate syndication.

Joe Evans, managing director of Storer's WSPD-TV Toledo, has been named general manager of Storer Programs. Offices will be opened in New York, Chicago and Los Angeles. Mr. Evans will report to Terry H. Lee, regional vice president for Storer Broadcasting.

Storer, foundation join in patriotism series

The Freedom Foundation at Valley Forge, Pa., is joining with Storer Broadcasting Co. and the latter's seven radio

The story was different in Breckenridge

If it can be done in Seattle, Wash., it can be done in Breckenridge, Tex.

That was the reasoning of KSTB in the Texas city as it explored ways and means of pinpointing its audience's music tastes (OPEN MIKE, June 12). Earlier, a telephone survey had been considered but was discarded on grounds phone calls might elicit impulsive answers.

Then a staff member with excellent recall powers remembered an article of nearly two years ago which explained a massive scientific study of the radio audience by KING Seattle (BROADCASTING, Oct. 12, 1959). The Seattle analysis included a 100,000-piece mailing that showed area listeners wanted their music sweet and rhythmic and not in the rock and roll vein.

KSTB General Manager Hugh McBeath and Program Director Charles Wallace analyzed the KING report. They decided the KING formula, with adaptations for differences in size and type of market, would fill the bill. These steps followed:

1. Promotional announcements were aired. Example: "Very soon KSTB will give its listeners a chance to tell us exactly what type of music they want to hear."

2. Announcements then invited listeners interested in participating in the "KSTB Music Survey" to submit postcards. This tended to insure cooperation from listeners who wanted to voice an opinion.

3. Ballots and instruction sheets were sent to these people. Included were typical song titles under each music classification. The self-addressed, stamped card in the packet also sought other information such as sex, general age bracket of participant, etc. Gifts of normal value were offered to the first 25 listeners returning cards.

The postcards came back "in stacks," KSTB reported. And the station found that the present music preferences in Breckenridge differ greatly from those in Seattle. Here is how KSTB broke down the polling results:

1. Current hits including those with "wild rock and roll" beat—67.3%.

2. Top 100 tunes excluding those with "wild rock and roll" beat—21.15%.

2. Familiar standards—8.6%.

4. All Gold Records (million sales) with no rock and roll or fast beat—1.9%.

5. Familiar and unfamiliar arrangements with "modern sound" (jazz)—0.96%.

One result of the survey: KSTB has completely changed its music policy with a "new sound" based on its listeners' preferences.

WSLS-TV
Roanoke, Virginia

. . . the station where leadership & integrity are tradition !

10

NATIONAL REPRESENTATIVES
AVERY-KNODEL, INC.

"THERE IS NO SUBSTITUTE FOR INTEGRITY"

NBC makes 'Today' changes; Chancellor host

Mr. Chancellor

Several major changes are in the works for NBC-TV's morning show *Today*.

According to William R. McAndrew, executive vice president of NBC News (which has taken over production of the show), the program, under the new title of *The Today Show*, will be presented live, beginning July 17, so that late news developments may be covered and discussed as they happen.

John Chancellor, NBC News' Moscow Bureau chief, will replace Dave Garroway as permanent host, and Frank Blair, *Today's* news reporter, will join Mr. Chancellor and a yet-to-be-selected woman panelist in guest interviews and special features.

Mr. Garroway, host of *Today* since it began in 1952, and a former WMAQ and WNBQ (TV) Chicago personality is expected to return after a vacation to serve the remaining three years of his NBC-TV contract in a role as yet undecided.

stations to jointly produce a series of 15 one-minute program capsules, "Voices of Freedom." The series consists of excerpts of famous documents of American freedom and patriotism voiced by leaders in several fields.

All U.S. radio stations will be invited to carry the series upon completion in September. Each monthly release will be provided on tape at 7½ inches per second, at a prepaid charge of $2 per month, refundable upon return of the tape. John C. Moler, managing director of Storer's WIBG Philadelphia, created the idea and will produce the series.

Screen Gems division expands in New York

Elliot, Unger & Elliot, New York, commercial production division of Screen Gems Inc., has been carrying out an expansion plan, involving facilities and personnel. The expansion is attributed to the firm's entrance into production of industrial and business films and a "continuing increase" in tv commercials.

Now under construction is the fifth sound stage EUE owns in New York. On the administrative side, the production firm's New York sales and service staff has moved to larger quarters at the Columbia Pictures Building and added seven employes, including Philip Frank, one-time commercial producer with Screen Gems, who joins EUE as executive producer and sales representative. Since leaving Screen Gems in 1954, Mr. Frank has been an executive with George Blake Enterprises, Caravel Films, MGM and MPO Productions.

Tribune network expands news

The Herald Tribune Radio Network announced last week it has added interpretive, background news on the hourly newscasts of the four suburban stations belonging to the network. The newscasts utilize reports from the *New York Herald Tribune* correspondents throughout the world, background information from such columnists as Walter Lippmann, Roscoe Drummond and Joseph Alsop, and the newspaper's financial, sports and women's news reporters.

These special reports vary from two-and-a-half to four minutes in length and are broadcast by newsman-commentator Michael Griffin from 7 a.m. to 5 p.m. daily except Sunday. Local newsmen follow with national and local news. The stations belonging to the Herald Tribune Network, all located in New York City suburbs, are WVIP Mt. Kisco, WVOX New Rochelle, WGHQ Saugerties and WFYI Mineola.

Film sales...

Bozo the Clown renewals (Jayark): Sold to WWJ-TV Detroit; WHDH-TV Boston, and WCCO-TV Minneapolis.

Films of the 50's Vol. II (Seven Arts Associated): Sold to WBNS-TV Columbus, Ohio; WHEN-TV Syracuse, N. Y.; KVAL-TV Eugene, Ore.; KTVE (TV) El Dorado, Ark.; KBMT (TV) Beaumont, Tex.; KOLO-TV Reno, Nev., and WMTW-TV Poland Spring, Me. Now in 27 markets.

Big Time Wrestling (Barnett-Doyle): Sold to GZT Melbourne, Australia, and to stations in Sydney and Brisbane.

Manhunt reruns (Screen Gems, N. Y.): Sold to KABC-TV Los Angeles; KFMB-TV San Diego; KPHO-TV Phoenix; KSTP-TV Minneapolis; KPLR-TV St. Louis; WWJ-TV Detroit, and KMJ-TV Fresno, Calif.

Mickey Spillane (MCA TV): Sold

A sales point we'd like to drive home: KOIN-TV consistently captures the widest audience in Portland, and 33 surrounding Oregon and Washington counties. The reason . . . carefully planned programming that holds a winning grip on the hearts of Northwest people. We invite you to take a larger slice of a prosperous market . . . hook more sales and get more distance out of *your* advertising messages, with KOIN-TV. Your latest Nielsen has our score.*

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KOIN-TV—Channel 6, Portland, Oregon. One of America's great influence stations.

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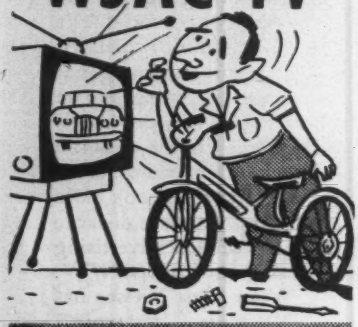

THEY BUY!

If you're interested in sales results in the Johnstown-Altoona market, you should know about WJAC-TV! Happy sponsors say that WJAC-TV sells everything, from automobiles to zithers, and in large quantities, too.

And no wonder! Both ARB and Nielsen rate WJAC-TV tops, month after month. But more important than statistics are results. Statistics don't buy products . . . people do! And purchasing people watch WJAC-TV

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WJAC-TV
JOHNSTOWN · CHANNEL 6

to WPIX (TV) N. Y., and WGN-TV Chicago.

Feature Film Package (Trans-Lux Tv): Sold to WBRE-TV Wilkes-Barre-Scranton, Pa., and WBEN-TV Buffalo.

The Encyclopedia Britannica Film Library (Trans-Lux Tv): Sold to WICU-TV Erie, Pa.

Ripcord (Ziv-UA): Sold to Savannah Sugar Refining Co. for WTVM (TV) Columbus, Ga. and to Savannah Sugar alternating with Rural Electric Assn. on WSOC-TV Charlotte, N. C.; Standard Oil of Texas for KGGM-TV Albuquerque, KGNC-TV Amarillo, KMID-TV Midland, Tex., KRBC-TV Abilene, KSWS-TV Roswell, N. M., and KSYD-TV Wichita Falls, Tex.; and Super-Valu Stores for KROC-TV Rochester, Minn. Also sold to KTVB (TV) Boise, Idaho; WTVW (TV) Evansville, Ind.; WTOP-TV Washington, D. C., and WLOF-TV Orlando, Fla. Series now placed in 94 markets.

Films of the 50's Vol. I and Vol. II (Seven Arts Associated): Sold to KTVT (TV) Ft. Worth; WOW-TV Omaha, Neb.; KLYD-TV Bakersfield, Calif.; WCAU-TV Philadelphia; WTAE (TV) Pittsburgh; KLZ-TV Denver; KGMB-TV Honolulu; WSOC-TV Charlotte, N. C.; KSD-TV St. Louis; WOC-TV Davenport; WSB-TV Atlanta, Ga.; WJAR-TV Providence; KLRJ-TV Henderson, Nev., and KSYD-TV Wichita Falls, Tex. Volume I now in 94 markets. Volume II in 20 markets.

Four one-hour off-network programs (MCA TV): Sold to WGN-TV Chicago; WHP-TV Harrisburg; WLBZ-TV Bangor, Me.; KXGO-TV Fargo, N. D.; WEHT (TV) Evansville, Ind., and KSYD-TV Wichita Falls, Tex. Now in 60 markets.

American Civil War (Trans-Lux TV): Sold to State Capitol Insurance Company for Raleigh, Charlotte, Greensboro-Winston-Salem and Raleigh-Durham, all N. C. Also sold to WLUK-TV Green Bay, Wis., and WABI-TV Bangor, Me.

EQUIPMENT & ENGINEERING

Ling-Temco-Vought Inc. formed by merger

The new Ling-Temco-Vought Inc. combine of aerospace, electronics, communications and test systems, commercial and industrial products, sound systems and information-handling processes formed by the merger of Ling-Temco and Chance-Vought Corp., takes place Aug. 31. Stockholders of both companies approved the combination at meetings June 30. LTV, with more than 20,000 employes, assets of $195 million, unfilled orders of about $300 million, and combined 1960 sales of $362 million, includes Electron Corp., broadcast equipment manufacturer. Chairman of the board and chief executive officer of the new Dallas firm is Robert McCulloch; James J. Ling is chairman of the executive committee; Gifford K. Johnson, president; Clyde Skeen, executive vice president, Raymond C. Blaylock, vice president and technical director. Among members of the board is James O. Weldon, president of Continental Electronics Manufacturing Co., and former Washington communications consulting engineer. Continental Electronics is an LTV subsidiary.

Uhf show opens July 15

A two-week exhibit of uhf equipment and components opens next Saturday (July 15) at the Dept. of Commerce in Washington, D.C.

Joint sponsors are the FCC and the Greater Washington Tv Assn. (permittee of WETA-TV).

Leading equipment manufacturers, including Zenith, Vicar Inc., Jerrold, GE, Blonder-Tongue, Westinghouse and JFD Electronics Corp. are preparing displays (BROADCASTING, July 3).

Tiny tv

A completely transistorized, portable tv set, claimed to be the "world's smallest and lightest," is being distributed in this country by the Sony Corp. of America, New York. The company is a subsidiary of Sony Corp of Japan, a leading electronics manufacturing firm.

The set retails for $249.95 without its battery pack, which lists separately at $29.95. It has an 8½" picture screen, weighs 13¼ lbs. without its batteries, is 8½" wide, 7" high, 9" deep, contains 23 transistors, 19 diodes and 2 high voltage diodes.

The unit operates on its own battery pack or on ordinary ac current. The batteries reportedly have a three-hour life between rechargings, which can be accomplished by plugging the set into house current. Sony claims that with recharging the batteries have a total life of 240 hours and the transistors are capable of 1,000 hours of operation.

NASA sticks to balloons for space communications

No matter all the hopes to put up active relay satellites for global space communications, the National Aeronautics & Space Administration is still sticking to its original concept that passive, balloon-type satellites can be used for international communications.

The space agency announced last week that it had awarded a $450,000 study contract to the Douglas Aircraft Corp. for the development of orbital placement techniques and engineering design specifications for Project Rebound.

NASA hopes in 1963 to put balloon-type satellites into 1,500-2,000-mile-high orbits from one launch vehicle. The satellites will be larger and more rigid than the 100-foot Echo I. Studies have shown, NASA stated, that a number of such satellites spread around the world can act as mirrors to reflect radio signals between ground transmitting and receiving stations on a global scale. Present plans for Project Rebound are to place six satellites in a common circular orbit with equal circumferential spacing between them. The six would be put up in clusters of three from two rockets.

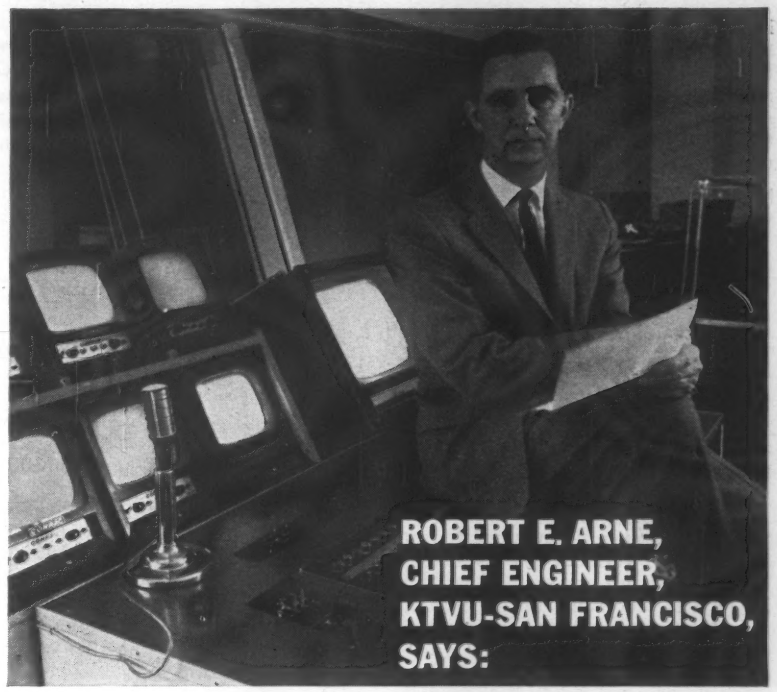
New Tiros ▪ NASA also announced that it would soon attempt to launch another Tiros meteorological satellite. This one, the third in a series, will be similar to the previous two but will contain two wide-angle half-inch vidicon tv cameras for radioing cloud formation pictures back to earth. Tiros I and Tiros II contained both a wide-angle and a narrow-angle tv camera, but, the agency said, it has been found that more valuable information can be secured from the wide-angle lens.

Teleglobe plans pay-tv test

Teleglobe Pay-Tv System Inc., New York, announced last week that the area in which the technical and engineering phases of an over-the-air commercial test of its system will be made will be announced in a month. Ira Kamen, an electronics systems specialist who most recently was president of Portland Industries Corp. last week was appointed executive vice president of Teleglobe and will supervise these phases of the test.

Technical topics...

Precision measuring ▪ Pearson Electronics Inc., Palo Alto, Calif., has developed a line of transformers for precision measuring of amplitude and waveform of electronic currents at voltages up to 300 KV. Among its applications are the monitoring of currents



Mr. Arne states the Conrac case quite simply when he says: "I don't know of anyone that provides the combination of features that Conrac provides."

Conrac monitors offer uniform, dependable quality in a complete range of types and sizes for every broadcast application.

Look to Conrac for quality in video monitoring equipment.

"CONRAC'S COMBINATION OF FEATURES IS UNIQUE!"

EVERY CONRAC MONITOR FROM 8" THROUGH 27", BROADCAST AND UTILITY, INCLUDES THESE IMPORTANT FEATURES:

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in high or low voltage devices such as klystron tubes, magnetrons, and radar modulators, and the measuring of amplitude and waveform of radio transmitter equipment. For further information write: 707 Urban Lane, Palo Alto, Calif.

Move completed ▪ Collins Radio Co.'s western operation has completed its move into a new multi-million dollar communication and data processing research and development center at Newport Beach, Calif. The Collins Information Science Center, designed primarily for research and development, is the first building on a 100-acre site on Irvine Ranch property within a proposed University City and campus of the U. of California. M. L. Doelz, a Collins Radio vp, heads the new center.

Technical catalog ▪ Alford Manufacturing Co., Boston, has published an electronics catalog, "Instruments and Components," a 34-page listing of various pieces of electrical units. For information: AMCI, 299 Atlantic Ave., Boston, Mass.

THE MEDIA

Strike clouds gather in LA airwaves

AFTRA PLANNING TO WALK OUT ON KFWB

A strike by the Los Angeles local of the American Federation of Television & Radio Artists against KFWB is imminent, Claude McCue, executive secretary of the talent union, said Thursday (July 6).

"We are still in negotiations and are attempting to work out a new contract," he said, "but we are so far apart that AFTRA is proceeding on the assumption that we won't reach an agreement with KFWB and that a strike will be called." Union and station representatives met Thursday and another session was to have been held Friday afternoon.

AFTRA is making what Mr. McCue called "very substantial demands" for salary increases for the newscasters at KFWB. Originally the union asked that their current pay of $155 a week be upped to $250, but later dropped the wage request to $225.

One of 17 independent radio stations in the Los Angeles area negotiating with AFTRA at this time, KFWB is conducting individual negotiations with AFTRA over the union's wage demands, but is part of the group on other contract terms, James Simons, KFWB station manager, said.

The 17 stations who are jointly negotiating with AFTRA are: KBIG Avalon (Catalina); KIEV Glendale; KFOX and KGER Long Beach; KFAC, KFWB, KGBS, KGFJ, KLAC, KMPC, KPOL and KRKD Los Angeles; KRLA and KWKW Pasadena; KGIL San Fernando; KALI San Gabriel; KDAY Santa Monica. Calvin J. Smith, general manager, KFAC, is chairman of the broadcasters' negotiating committee.

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This territory is ACTIVE
This territory is DEMANDING

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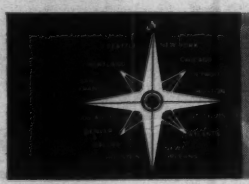

Wherever a buying decision is made...
a WEED man IS THERE!

WRVA wins in every class in UPI news competition

WRVA Richmond, placing in every available category, took top honors at the annual Virginia UPI Broadcasters Assn. meeting. The Richmond station received eight awards, six of them first places.

The winners: One-man news staff—Mark Dulmage, WPIK Alexandria; Vic Avers, WRAD Radford. Multiple news staff—WRVA Richmond; WELK Charlottesville, Va. Best UPI cooperation—WRVA Richmond. Best community awareness—WLOW Norfolk; WRVA Richmond. Best coverage of a local story—WRVA Richmond. Best feature by an individual — Lon Backman, WRVA Richmond; Ed Elverston, WELK Charlottesville; Vic Avers, WRAD Radford. Best editorial coverage—Lon Backman, WRVA Richmond; Vic Avers, WRAD Radford. Best documentary—Lon Backman, WRVA Richmond. Special interest — WHYE Roanoke, *Football Scores;* WELK Charlottesville, *Anita Black Show;* WLOW Norfolk, *Alice Brewer White Show;* WRVA Richmond, *Irby Hollans Show;* WYVE Wytheville, *Ed Zuber Football Show.*

The Virginia UPI Broadcasters meeting took place last month at Virginia Beach.

Media notes...

Mutual affiliates ▪ Metro-WBOF, Inc., announced the affiliation of the company's Norfolk, Va. stations, WBOF and WYFI-FM, with the Mutual Broadcasting System. WBOF operates daytime hours with 5,000 w, at 1550 kc. WYFI-FM operates full-time with 13,500 w, at 99.7 mc.

Multiplex stero ▪ WCRB-FM Boston plans to begin fm/multiplex stereophonic broadcasts July 10, using equipment built by station's engineers and H. H. Scott of Maynard, Mass., high fidelity equipment manufacturer. At

KOGO-TV's news beat

KOGO-TV San Diego news department scored with a national news story last month, when reporter Chuck Woolsey and cameraman Jim Hollon, alerted by Rafael Mendevil Torres-Llanda, Mexican correspondent for the station drove to Ensenada, Mexico, and got an on-the-spot sound-on-film recording of Dale Jensen's admission that he and Bernard J. Brous had blown up three microwave relay towers in Utah and Nevada. Lou Roen, KOGO-TV weather announcer, flew his own plane to Ensenada to pick up the film and relay it back to San Diego. To clear customs, he flew from Gillespie Field in San Diego to Tijuana, Mexico, then to Ensenada, then back to Tijuana and across the border to Lindebergh Field, San Diego, air port of entry, and finally back to Gillespie Field.

The KOGO-TV film was used the following morning on NBC-TV's *Today* and that evening on the *Huntley-Brinkley Report.*

same time KPEN(FM) San Francisco announced that it had received its multiplex equipment manufactured on special order by Standard Electronics of New Jersey, and would begin broadcasting later this month.

Ford grant ▪ Ford Foundation, New York, last week awarded a $4,500 grant to the Community Television Foundation of South Florida for extending tv instruction by the Dade County School System's etv channel to Bimini, British West Indies. The grant will cover equipment, textbooks, instructional guides and visits of teachers and school officials between Miami and Bimini.

Etv station ▪ The Greater Washington Educational Television Assn., to begin telecasting on ch. 26 Washington, Oct. 2, announced last week the award of an equipment contract to General Electric Co. The station (WETA-TV) will transmit from the former tower site of WTTG (TV) in Arlington, Va., using a 12 kw transmitter and a five-bay antenna. Studios will be located in Yorktown High School, Arlington.

Forgive and forget ▪ Students at Ohio State U. who recently took the school's special radio-television course might be forgiven if they show up *en masse* for jobs at WLWC (TV) Columbus. The station furnished seven guest lecturers for the course, each of whom discussed

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The best tv candidate wins the election

The ability of television to present a man as he is, not a contrived "image" but his true personality, is responsible for the election of Samuel W. Yorty as mayor of Los Angeles.

So says Irvin L. Edelstein, president of the Los Angeles advertising agency-public relations firm, Irvin L. Edelstein Assoc., who became Mr. Yorty's public relations counsel shortly after the first of the year. This was three months in advance of the April 4 primary at which the candidate receiving a plurality of votes would be elected mayor, or, if none got a plurality, the two with the most votes would compete in a run-off election.

There were nine candidates for the post of mayor. The incumbent, Norris Poulson, was running for his third consecutive four-year term. Eight aspirants were attempting to unseat him, no small task as the city's four metropolitan newspapers were solidly in favor of Mayor Poulson's reelection.

Under those circumstances, it was not difficult for candidate Yorty and his p.r. adviser to decide that radio and television presented the best avenue of approach to the voters. And, since there was little money available to purchase time, that full advantage should be taken of the opportunity to appear on news and public-affairs programs.

One Paid Show ▪ "During the entire primary campaign, we spent only $800—for one quarter-hour tv show," Mr. Edelstein told BROADCASTING. "But we took every chance that was offered for a free appearance on radio or television. Mr. Yorty encouraged the broadcast reporters to cover his news conferences and they did. More than that, he called on the newscasters and commentators and made himself available for interviews or brief appearances on news programs and he saw to it that he always had something newsworthy to say." The result of this broadcast exposure was what Mr. Edelstein describes as "a political miracle." Mayor Poulson failed to get the plurality of votes he needed to retain his office and Mr. Yorty won the right to meet him in the runoff election, May 31.

Traditionally, heavy campaigning is left to the last few days before such an election, but Mr. Yorty and his advisers were not interested in observing tradition. On April 10, less than a week after the primary, Mr. Yorty called on the city's radio and tv stations "to provide a series of seven weekly hour-long debates between myself and Mayor Poulson . . . It's essential that the candidates for mayor have a forum where they can face each other . . . Such face-to-face debates are possible only through radio and television media . . ."

The stations were willing, but Mayor Poulson was not and the debates did not take place. Some stations lost interest at that point. Others presented the candidates individually.

True Personality ▪ "I felt the thing most needed was for Mr. Yorty to impress his personality on the Los Angeles voters, to let them get to know his true personality, not a contrived Madison Avenue 'image' but the man as he really is," Mr. Edelstein said. "The best, the only way to do this was with television and I felt that the best way to use tv was to have our candidate appear alone for a half-hour stand-up talk direct to the viewers. This was a hard thing to sell. Mr. Yorty and his political advisers wanted to have other people around to break up the monotony of a one-man show.

"We bought five half-hours on KRCA (TV) for the weekly live telecasts, starting May 1 and running right up to election day. Mr. Yorty agreed to do the first one alone . . . The first broadcast was murder . . . and he wanted to change to a less strenuous format. But the reaction was good and before the month was over he admitted that I was right."

The month-long *Report to the Citizens* series was Mr. Yorty's major use of paid time, although "we did buy a couple of tv interviews and time on a couple of radio stations to run the audio tape of one tv interview," Mr. Edelstein said. But the candidate continued his all-media news conferences and his guest appearances on radio and tv. "He never turned down an invitation for a broadcast, which is more than can be said for his opponent."

When the incumbent conceded him the victory on election night, the mayor-elect summed up the campaign in these words: "I attribute the greatest portion of my victory

a particular aspect of broadcasting.

New affiliate ▪ WMIL Milwaukee joined CBS Radio as an affiliate June 26. The daytime station is owned and operated by Cream City Broadcasting Co., Milwaukee, and broadcasts with 1 kw on 1290 kc.

Weather equipment ▪ WKY-TV Oklahoma City has announced the installation of its new Collins weather radar tower. The new unit has a peak output of 100 kw and a range of 150 nautical miles. Two radar scopes will be installed in the station. The station first began broadcasting weather in 1958 using closed circuit reports from the U.S. Weather Bureau at nearby Will Rogers Field.

New transmitter ▪ WOOD-TV Grand Rapids, Mich., has begun operations from its new transmitter location near Middleville, Mich., about 24 miles away.

New radio station ▪ WMRT-AM-FM Lansing, Mich., went on the air June 26, Herbert T. Graham, owner and manager, announced. The am station, a 500 w daytimer, operates on 1010 kc. The fm on 100 mc with a power of 92 kw. ABC affiliation is planned.

Donation ▪ WAST Albany, N. Y., announced the donation of a microwave system complete with transmitter and special receiver to the Mohawk-Hudson Council for Educational Television. The station valued the equipment at $3,000.

Gift ▪ The donation of a complete dual DuMont Multiscanner system has been made to the Duke U. Medical School by WFMY-TV Greensboro, N. C. The projection system will enable televising two slides, two films and two opaques in black and white or color. Gaines Kelley, general manager of WFMY-TV, valued the equipment in excess of $95,000 at its original cost.

Larger space ▪ Spot Time Sales, Chicago, has moved to larger quarters in the Wrigley Building, 400 N. Michigan Ave.

New radio affiliate ▪ The affiliation of WTHE Spartanburg, S. C., with NBC Radio has been announced. The addition of the 250 w facility on 1400 kc, owned by the Spartanburg Broadcasting Co., Inc., brings to 192 the stations affiliated with NBC Radio.

IBA directory ▪ Iowa Broadcasters Assn. has published a directory of the state's radio and tv stations, complete with ex-

Los Angeles mayor elect Samuel W. Yorty (right) in pre-election appearance on KABC-TV's 'Candidate' series with host Ed Fleming.

to the broadcasting industry, especially television, with an assist from the many small community newspapers."

Survey of Voters ▪ A motivation survey was made by the management services firm, Ward J. Jenssen Inc. In it interviews with some 2,000 voters were conducted three weeks, two weeks and one-week before election day. They found that as late as a week before election about 20% had still not decided which way they were going to cast their ballots. After election, a checkback with undecided individuals revealed that some had remained undecided, some had voted for Mr. Poulson, but the great majority, about 70%, chose Mr. Yorty.

Asked why, they responded that when they watched the candidates on television, Mr. Poulson had appeared "nervous," "uncertain," "evasive" and "looking as if he had something to hide." But when it came to Mr. Yorty, the terms given interviewers were "direct," "forthright," "dynamic," "He looked you right in the eye and answered straight out."

Mr. Yorty won the election by 16,628 votes out of a total of 530,774 votes, a margin of just over 3%.

Dr. Ward J. Jenssen sums it up like this: "The overall conclusion is that if you have a television-type candidate you ought to put him on tv at every opportunity. If you have a non-tv personality, go to all extremes to keep him off television."

ecutive names, addresses and phone numbers. Photos of IBA officers and past presidents also are included.

WEND begins ▪ WEND Ebensburg, Pa., has commenced broadcasting on 1580 kc. Headed by John Eschbach and Francis Krug, as manager and program director respectively, the 1 kw outlet features direct local news, and brings to six the affiliates of Pennsylvania's regional Allegheny Mountain Network.

New station ▪ WPLM-FM Plymouth, Mass., has gone on the air, John T. Campbell, owner and general manager, announced. The station operates at 99.1 mc with a power of 20 kw.

New tower ▪ KGGK (FM) Garden Grove, Calif., started regular programming June 24 from headquarters in the Orange Country Plaza, where the station has erected a 200-foot tower.

Intermountain data ▪ Avery-Knodel Inc., N. Y., has released a study of audience data, covering 51 markets, which was compiled for the Intermountain Network. This past spring, IMN, ABC Radio Pacific Network and the Arizona Network joined facilities to form ABC Radio West.

New KBS affiliates ▪ Keystone Broadcasting System, Chicago, has announced nine new radio affiliates, bringing total list to more than 1,100 stations. Additions include: KOWN Escondido, Calif.; KDOL Mojave, Calif.; KALN Ioala, Kan.; WSHN Fremont, Mich.; WEHH Elmira Heights, N. Y.; WERT Van Wert, Ohio; KTLU Rusk, Tex.; WMOV Ravenswood, W. Va., and WERL Eagle River, Wis.

Station goes on ▪ WKIG Glennville, Georgia, went on the air June 25. Highlight of the opening day's programming was a direct broadcast from Germany. The 1 kw station on 1580 kc is owned by Howard C. Gilreath and Claude Kicklighter, directors of Tattnal County Bcstg. Co. Principal executives of the new station are Don Cobb, general manager, and Carlton Hendricks, program director.

Scholarship winner ▪ The annual $1,500 Chuck Worcester Farm Broadcasting Scholarship presented by WMT-AM-TV Cedar Rapids, Iowa, has been won by Gaylin F. Morgan of nearby Cedar Falls. The scholarship is presented to an outstanding junior in agricultural journalism at Iowa State U. Mr. Morgan will spend the summer working on the station's farm department staff and will serve as the station's farm correspondent at Iowa State during the next school year.

Added duties ▪ WJAR-TV Providence, R. I., has appointed Creamer, Trowbridge & Case, that city, to handle its national advertising. The assignment is in addition to the agency's responsibilities for the station's local and regional promotions.

Stanton honored ▪ Dr. Frank Stanton, CBS president, was given a citation by the National Press Photographers Assn. on June 23 for his efforts to gain for all communications media equal access to the news. Dr. Stanton was guest speaker at the association's awards banquet in Wichita, Kans. (AT DEADLINE, June 26).

Winner ▪ KBOL Boulder, Colo., has been named winner of the 1961 Sacred Heart Radio Award for "outstanding achievement in the fields of education, religion and community endeavor." The station was selected from more than 1,000 stations broadcasting the *Sacred Heart* series.

Texas radiomen organize

Following a meeting of radio station executives in Marshall, Tex., June 27, the Northeast Texas Broadcasters Assn. was formally organized. Bev E. Brown, KGAS Carthage, was elected president; Bob Bunn, KSFA Nacogdoches, vice-president; and Tom Perryman, KGRI Henderson, secretary-treasurer. The organization's membership encompasses an area from the Oklahoma-Texas boundary south to include KDET Center and from the Texas-Louisiana line west to include KNET Palestine. The purpose of the organization is said to supplement NAB, Texas Assn. of Broadcasters and other groups by discussing ideas and problems of Northeast Texas radio.

WXYZ caravan descends on state capital

An automobile caravan originating from WXYZ Detroit travelled to Lansing to urge legislative action on higher education and mental-health programs in Michigan. The caravan idea evolved from a series of broadcasts by WXYZ news commentator, Lou Gordon, in which he criticized the legislature's budget which resulted in cutbacks to state-supported schools and mental-health programs. Audience response to Mr. Gordon's commentary was so enthusiastic that WXYZ decided to send the newsman to Lansing to cover the last two days of the legislative session, and to let him take those of his listeners who felt as he did about the budget.

Cars started to arrive at the studios at 7 a.m., and by the time Mr. Gordon was ready to leave at 8:15, some 30 automobiles were lined behind him. During the 77-mile trip, other cars joined the "legislative action caravan," and by the time it followed its three-car state police escort up to the capital, it numbered more than 50 cars. Legislative leaders of both parties were on hand to greet the travellers. In photo above, Mr. Gordon (right) is shown interviewing Michigan's Gov. John B. Swainson, with WXYZ newman Lou Sherman (left) in the gubernatorial office.

Educational WMSB (TV) announces cutbacks

Educational WMSB (TV) East Lansing, Mich., announced a cutback in operating procedures and plans last week brought on by a 12% reduction in its annual appropriation from the state legislature. Manager Patrick J. Callihan said that one of the economy measures will be the dismissal of Washington legal counsel, Barnes & Neilson, "greatly reducing the station's contact with the FCC."

The Michigan State U. station also said it will cease to telecast several present and planned programs, including NBC public affairs shows, cutback news and sports coverage, and will curtail its staff. WMSB, which shares time with WILX-TV Lansing, will continue on the air 38½ hours weekly.

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RCA Building	Chicago, Illinois	John G. Williams	Beverly Hills, Calif.
FEderal 3-9270	FInancial 6-6460	JAckson 5-1576	CRestview 4-2770

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval:*

▪ WEOA Evansville, Ind.: Sold by Edwin G. Richter Jr. and associates to J. B. Fuqua for $75,000 cash and $48,000 for non-competitive agreement. Mr. Fuqua owns WJBF (TV) Augusta, Ga. Sellers own WEHT (TV) Evansville. WEOA operates on 1400 kc with 250 w.

▪ WCNG Canonsburg, Pa.: Sold by Lowell Williams and Richard Berg to Thomas Sutton of Dayton, Ohio, for $86,500. WCNG is a 250 w daytimer on 540 kc. Blackburn & Co. was the broker.

▪ KQBY San Francisco, Calif.: Sold by Sherwood R. Gordon to Atlass Broadcasting Inc. for $750,000. Principals of Atlass Broadcasting are Frank Atlass and his wife, Patricia (not sister as reported last week, BROADCASTING, July 3).

Opinion leaders' poll

Results of a nationwide study measuring opinion leaders' attitudes toward tv today will be made available for review and discussion at the Northwestern U. symposium on broadcasting, to be held in Chicago Aug. 3-4. (BROADCASTING, June 26).

Radio-tv to get four ABA awards

Three television and one radio citations were among the seven "Gavel Awards" announced by the American Bar Assn. today (July 10).

The awards, recognizing outstanding contributions to public understanding of the American legal and judicial systems, will be made Aug. 10 at the ABA convention in St. Louis. Whitney North Seymour, ABA president, will make the presentations.

The awards:

In television, *Armstrong Circle Theatre,* for dramatizing the work of the Legal Aid Society; U. of Michigan Tv Center, for a series of 10 educational films on the basic rights of American citizens, and *CBS Reports,* for a documentary study of a murder case. In radio, KMOX St. Louis (owned by CBS), for a documentary dramatizing what might happen in a community deprived of courts and lawyers.

The other three awards went to *Hartford* (Conn.) *Times, Christian Science Monitor* and the *Chicago Tribune.*

C-c tv to cover arrival of new luxury liner

Closed-circuit television will be used to picture the arrival in San Francisco Bay of the new P&O-Orient luxury liner *Canberra* on her maiden voyage July 20.

The closed-circuit telecast, to be seen by travel agents and newsmen in New York, Chicago and Toronto, will be handled by 74 TelePrompTer Corp. technicians, directors, cameramen and engineers.

During the *Canberra's* maiden voyage, films and video tapes will be made on the high seas of various aspects of the trip. Life aboard ship will be studied on film during the special telecast.

The program, produced by Ogilvy, Benson & Mather, New York, P&O-Orient's agency, will include a radio hookup to enable New York guests to interview P&O-O executives in San Francisco.

Rollins buys outdoor firm

Rollins Broadcasting Inc. has purchased a Texas outdoor advertising company for more than $3 million, it was announced last week by O. Wayne Rollins, president of the company bearing his name. The firm is Tribble Advertising Co., San Antonio, which has displays in more than 100 Texas cities.

Rollins owns six radio and three tv stations and holds 10,000 acres of grove, development and farmland in southeast Florida. The radio-tv holdings: WNJR Newark, N. J.; WBEE Harvey, Ill.; WGEE Indianapolis, Ind.; WCHS-AM-TV Charleston, W. Va.; WEAR-TV Pensacola, Fla.; WRAP Norfolk, Va.; WPTZ-TV Plattsburgh, N. Y.; and WAMS Wilmington, Del.

My, how the times do change

To complete the missing link in KTLA (TV) Los Angeles' historical archives, the station is offering a four-piece silver tea service to the first person who can deliver a genuine first KTLA rate card issued in 1947.

The "hunt" was prompted by Charles B. Ganz, senior account executive with Guerin, Johnstone, Gage Inc., that city, who presented Seymour (Stretch) Adler, KTLA's vice president and general manager, Rate Card No. 2, dated November 1948.

While there are no doubt numerous documents that will show how times have changed since KTLA began operations in 1947, none is quite so apparent as the old rate card. It shows that the going price for an hour long show in Class A prime time was $250. Now it's $1,800 (on a 52-week contract).

B'nai B'rith youth group hits tv's detractors

A Jewish youth group has advised those searching for the causes of juvenile delinquency to forget about television and look somewhere else.

In a statement mentioning the current congressional and FCC investigations into television program policies, the B'nai B'rith Young Adults declared that making television "the scapegoat" has maximized the industry's "role in juvenile delinquency and minimized the public's responsibility to train its youth."

The statement was adopted at the organization's annual convention, in Haliburton, Ont. The BBYA, a unit of the B'nai B'rith Youth Organization, is composed of 18-to-26-year-old Jewish men and women from the United States, Mexico, Canada and the Netherlands.

The BBYA said that "parental guidance and community service are far more influential instruments in molding the attitudes of youth than are television programs." It said parents should police

EXCEPTIONAL QUALITY BUYS

The Sale of Texas Telecasting Inc. (KDUB AM & TV, Lubbock, et al) for a total consideration in excess of $4,000,000.00 was another quality transaction brokered by Hamilton-Landis & Associates, Inc.

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Ray V. Hamilton
John D. Stebbins
1737 DeSales St., N.W
EXecutive 3-3456

CHICAGO
Richard A. Shaheen
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DALLAS
Dewitt Landis
1511 Bryan St.
Riverside 8-1175
Joe A. Oswald
New Orleans

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their children's television viewing.

But as for the effect of tv crime and violence shows, the statement said, "such programs are probably more harmful to the growth and maturity of American broadcasting than to the people who watch them."

Baptists' tv awards

Three commercial television programs were among the winners of the seventh annual American Baptist Convention Radio-Television awards in Portland, Ore.

"Chips Harvest," an episode in ABC-TV's *My Three Sons* series was honored for "presenting a Christian truth in an unusual way." Others honored were Bell & Howell for its *Close-Up* series on ABC-TV and *CBS Reports* on CBS-TV.

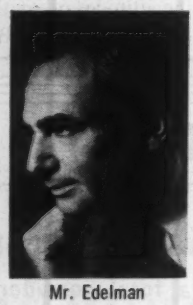
INTERNATIONAL

GADFLY IN BRITISH TV'S OINTMENT

M.P. Edelman carries on fight against violence on ITV

The controversy over excessive violence on tv is not confined to the U. S. Maurice Edelman, a member of British Parliament, has been carrying on a one-man campaign against what he feels is an over-emphasis on violence presented on his country's tv stations for the last seven years.

The main target of his campaign is the Independent Television network, England's first commercial tv network established in 1954. Since the arrival of the commercial network, Mr. Edelman claims both the total number of criminal offenses, and the number of crimes of violence have nearly doubled. On several occasions he has charged the Independent Television Authority, the private body which has jurisdiction over the commercial network, with "having failed to fulfill its duties" under England's Television Act of 1954, which in part says that "nothing is included in the programs which offends against good taste or decency, or is likely to encourage or incite to crime . . ."



Mr. Edelman

Mr. Edelman, who as a member of the Labor Party representing North Coventry has been elected to Parliament five consecutive times for a total of 16 years, believes violence has a place in art, but that "there is a pornography of violence" on tv, and that the medium "has made the display of violence a familiar experience."

Equally to Blame ▪ He spreads the blame for the violence about equally between American and British producers. He cites *Dragnet, Highway Patrol, Have Gun—Will Travel, M-Squad, Maverick, Wyatt Earp, Whiplash, and Wagon Train* among the imported programs which bring with them excessive violence.

Mr. Edelman—who also is the author of five novels, seven tv scripts (one of which, "A Dream of Treason," was presented on CBS-TV's *Playhouse 90*) and one stage play, "Call on Kuprin," which had a short run on Broadway last season—says the English public "turns from the jingles of the detergents to the crunch of the cosh [bludgeon] as a normal part of the evening's entertainment," and that "those who take the drug of violence become addicts."

Mr. Edelman argues that this is just what commercial broadcasters want. "They have to crash through the barrier of family conversation with action and sounds which will grip the viewer," he says, "and the representation of crime, incorporating acts of violence, is the quickest way to do it."

The crusading author and legislator has much kinder words for England's other tv network, the government-operated BBC. He explains that for the most part this network "has tried to avoid the excesses of ITV." The differences between the two, he says, is that the BBC "hasn't got the advertisers breathing down the neck of its program planners, demanding mass audiences by hook or by crook."

Mr. Edelman feels that the nature of our "bored" and "affluent" society is at the roots of the current preoccupation with violence. The lack of "normal outlets" like "conventional warfare," he explains, are missing, and "indirectly, the inhibiting effect of the nuclear deterrent tends to promote the social violence which we see reflected on tv screens."

But in all his disenchantment with commercial tv, Mr. Edelman makes it plain that he's against censorship. What he would like to see is the establishment of a code which would outlaw "repetitious violence"— no person would be allowed to strike more than a single blow in any tv program. The rest, he stresses, should be "left to the producer's good taste in a social sense."

Parliamentary group wants CBC changes

Authority for policy of the government-owned Canadian Broadcasting Corp. should be in the hands of a government-appointed board chairman, the Parliamentary Committee on Broadcasting recommended at Ottawa on June 28.

It recommended that CBC President Al Ouimet, an engineer who has grown up with the CBC, should no longer be on the CBC board of directors, all of whom are government appointees. No management personnel should be on the board, the committee suggested.

It also urged that CBC television affiliates be allowed to join temporary networks in their non-reserved time. At present CBC, which has a veto power, does not want the independently-owned affiliates to have other network connections. Board of Broadcast Governor Chairman Dr. Andrew Stewart recently recommended this move, then changed his mind the following week (BROADCASTING, July 3).

The committee also suggested that the

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OMAHA, NEB. Paul R. Fry, P.O. Box 1733 (Benson), 391-9455

NEW YORK 41 E. 42nd St., MUrray Hill 7-8437

ATAS assembly delayed

Acting upon a recommendation by the assembly's executive committee, trustees of the Academy of Television Arts & Sciences have voted to postpone the first International Television Assembly, originally scheduled to be held in New York Nov. 4-11.

Ed Sullivan, assembly chairman, said the group underestimated the scope of international interest in the assembly, and needed extra time to handle the enlarged project, which is now expected to be held sometime in 1962.

rule prohibiting anyone with broadcasting industry connections of any kind from sitting on the BBG be dropped. At present there is only one person on the BBG with broadcasting experience, Bernard Goulet, who was appointed earlier this year. He sold his connections in Goulet Productions, Montreal, to become a permanent member of the BBG, the Canadian equivalent of the FCC.

The committee recommended that a full BBG is not necessary to reinstate a station whose license has been revoked, provided the station owner can prove to the board "that he had purged himself of those offenses which brought on the suspension."

The Supreme Court of Canada is to be asked to consider whether the government has power to legislate and control closed circuit pay-television and community antenna systems, as a result of the committee's public hearing.

The committee report was presented to the House of Commons at Ottawa by its chairman Dr. George Fairfield (Conservative member for Portage-Neepawa). The report suggested that a firm of management consultants be appointed to examine CBC operations after the network has been studied by a Royal Commission now studying government departments and agencies. Until such an examination has been held, the committee recommended that the CBC should proceed with caution on building television centers in Toronto, Montreal and Ottawa. At present CBC departments are spread widely in both Toronto and Montreal.

Telemeter replies to Sarnoff

Although no figures have as yet been published on revenue of the operations of Trans-Canada Telemeter at Etobicoke, in suburban Toronto, Robert Nelson, operations manager of the firm stated that the service is a success. This was in rebuttal to the Robert W. Sarnoff article in the *Saturday Evening Post*, in which it was claimed that the Toronto pay-tv experiment had proven unsuccessful. (BROADCASTING, July 3).

Mr. Nelson stated that directors of Trans-Canada Telemeter are now studying a plan to expand the pay-tv system in other parts of Toronto. First expansion will be in other areas of suburban Etobicoke, where there are now 6,000 test subscribers. Then other areas of Toronto will be wired for pay tv operations.

Brazilian order aimed at political programs

As a result of a government decree issued by President Quadros of Brazil, radio and tv stations in Sao Paulo have decided to broadcast a minimum of political material and consider the possibility of abolishing political broadcasts outright.

The decree stated that stations would be closed down for reporting any matter which the government considers improper. It also empowers the government news agency and any competent government official to commandeer all radio-tv facilities for formation of a national network whenever this measure appears to be in the national interest.

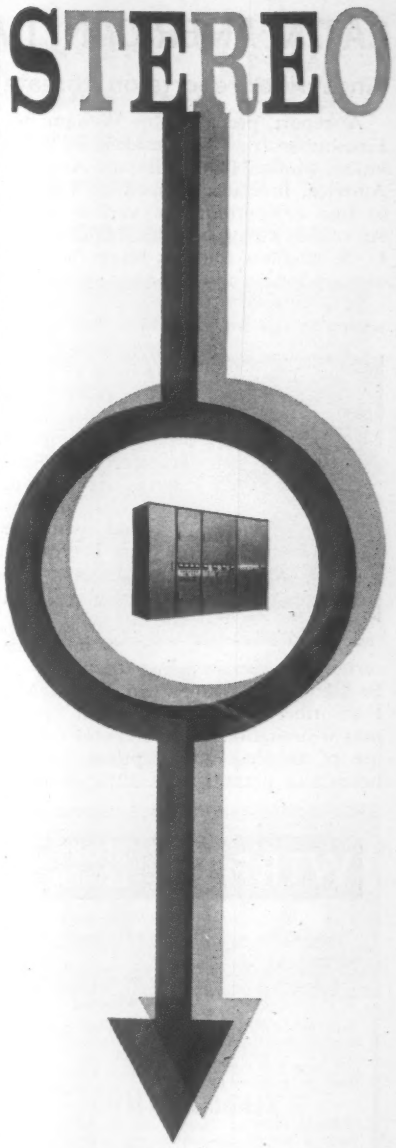
Teaching by tv gains world-wide support

Teaching by tv is gaining acceptance throughout the world but it will never replace classroom teaching, according to a United Nations study released last week.

Entitled, "Television Teaching Today," the study was prepared by Henry R. Cassirer, a member of the UN's Educational Scientific & Cultural Organization. It contains a detailed survey of how educational tv is conducted in the U.S., Soviet Union, Canada, United Kingdom, France, Italy, and Japan. All together about 40 countries now have educational tv or plan to establish it in the near future, the survey shows. By 1959 in the U.S. alone, it reveals more than half a million school and college students were receiving part of their daily instruction by tv.

Mr. Cassirer reports that in no case did educational tv completely replace regular classroom teaching. Tv acts "as an effective in-service teacher-training device," he says.

Some of his other observations were that students seem to pay more attention to tv lectures than to "live" lectures; tv heightened the need for experts in specific fields as opposed to one-source teachers. In certain classes, especially in the arts, students established a high degree of rapport with the television teacher.



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LATIN AMERICAN TV OUTLOOK BRIGHT

Fineshriber reports on 'threats to free competition'

A report prepared by William H. Fineshriber Jr., vice president for television, Motion Picture Export Assn. of America, indicates in spite of "threats to free competition" in various Latin American countries, the outlook for U. S. telefilms there is bright because of plans for the area's further expansion.

Mr. Fineshriber's report was presented to the MPEAA upon his recent return from a five-week tour of eight Latin American countries. He noted that free enterprise commercial television is beginning in Chile and Colombia and that the medium is growing in Argentina, Brazil, Uruguay, Peru and Mexico.

Mr. Fineshriber

He pointed to certain "dark spots," particularly in Brazil and Argentina. In Brazil, Mr. Fineshriber said, a presidential decree puts a limitation of 30 minutes on the use of tv films during prime evening hours and permits only 20% of other time to be devoted to film transmission. The decree further limits all foreign tv material to a ratio of one Brazilian to two foreign films. These restrictions will not become effective until Jan. 1, 1962, and in the meantime, MPEAA hopes to rally together stations, dubbing companies and advertising agencies to present their positions to the government.

Mr. Fineshriber dwelt at length in his report on a development in Argentina that he believes could have influence throughout Latin America. This refers to a proposal known as the Guzman Bill under which all dubbing would be done locally. Mr. Fineshriber felt a precedent could be set by the Guzman proposal and that other Latin American countries might enact similar measures. He said no license fee in any single Spanish-speaking country is large enough to cover the dubbing cost. Mr. Fineshriber said he has received assurances the Guzman Bill, in its present form, would be rejected by the House of Deputies and returned to the Argentine Senate for revision.

WTRF-TV STORY BOARD

PUTSY, PUTSY! The young wife just didn't know the difference between vaseline and putty. Sooo . . . all of her window panes fell out!

T. R. Effic! **wtrf-tv Wheeling**

INTERNATIONAL DISCOURSE: "When a royal baby is born in England they fire a 21-gun salute." "They don't do that in India. The last time the Rajah's wife had a baby, they fired the Artillery Officer."

Wheeling wtrf-tv

HUMAN TRADER! Maybe we should try to trade a few of our beatniks for some Cuban sugar.

wtrf-tv Wheeling

ST. PETER: "How did you get here?"
NEW ARRIVAL: "Flu."

Wheeling wtrf-tv

A MOTHER PIGEON and her young son were preparing to migrate to Florida. The baby was afraid he couldn't make the trip. "Don't worry," said Mama Pigeon, "I'll tie an end of a piece of string around my leg and put the other end around your neck. If you tire, I'll help you along." The baby pigeon began to wail. "But," he protested, "I don't want to be pigeon towed!"

wtrf-tv Wheeling

SIGN in a department store: "There's no tax on this perfume. The type of man it attracts is not considered a luxury."

Wheeling wtrf-tv

MERCHANDISING services can be arranged to strengthen your WTRF-TV spot schedule. We want to show you the impact of TV in this Wheeling-Steubenville Industrial Ohio Valley so see our rep George P. Hollingbery for specifics.

CHANNEL SEVEN NBC WHEELING, WEST VIRGINIA

Documentary fever spreads to Canada

More public affairs, science and documentary programs will be telecast in prime evening time next fall and winter, it was revealed at a meeting at Toronto of the Canadian Broadcasting Corp. and its English and French-language affiliates. Practically all commercially sponsored programs on the air in the past year will be back for the fall season, with a possibility that some documentary and science shows will also be sponsored in evening time.

Affiliates were given a preview of the programs on the *Festival* series which will include 90-minute live dramatic productions, ballet and documentaries on Canadian and world affairs.

CBC French tv network will increase network programming by six hours per week, and will include a serial drama on early days of the French colonial period in Canada. Women's programs telecast daily will be extended from a half-hour to an hour. There will also be more public-affairs telecasts on the French network.

New U.S.-Canadian rep

Gene Sumner, former Eastern tv sales manager of the Crosley Broadcasting Corp., has announced the formation of Sumner-Byles Inc., Whitestone, N. Y., a new U. S. and Canadian broadcast representative.

Mr. Sumner, and his Canadian associate William Byles, president of Stovin-Byles Ltd., rep firm, will immediately represent CFTO-TV Toronto, flagship station of the new Canadian tv network, CTV, which begins operation Sept. 11. CFTO-TV, which broadcasts on ch. 9 and went on the air Jan. 1, is owned by Baton, Aldred & Rogers Ltd., Toronto. Sumner-Byles' address is 10-24 116th St., Whitestone. Phone is Lenox 9-7359.

Abroad in brief...

German pay-tv launched ▪ A limited pay-tv company has been founded in Cologne, West Germany, and plans to move into the West German market as soon as there are 8 million registered sets in the country. Only special events will be televised at a price to the viewer, however; for the rest, the company plans to rely on commercial sponsorship. The company believes that approximately 20% of West German set owners would subscribe to the system, paying 25 cents for each special pay-tv program. At present, there are about 6 million sets in Germany.

Newly appointed ▪ CTV Television Network Ltd., Toronto, Canada's new independent tv network, has appointed MacLaren Adv. Co. Ltd., Toronto, to handle all advertising and promotion. No campaign plans have been announced as yet.

No license fee ▪ No receiver license for television, Canadian mayors voted at their annual meeting at Halifax on June 1. Proposed by a Toronto, Ont., suburban official, and seconded by another, the motion was defeated except for the proposer and seconder at the meeting of Canadian Federation of Mayors and Municipalities.

Insight into Americans ▪ When the 64-man U.S. Peace Corps team arrives in Colombia at the end of the summer, the natives will already know quite a bit about them and their program. WRUL, Worldwide Broadcasting's international short wave station, is introducing the Peace Corps to Colombians via a series of Spanish-language broadcasts from the training site at Rutgers U., New Brunswick, N.J., The broadcasts describe the corpsmen's activities in class and on field trips. Worldwide is owned by Metro Media.

London & Rome ▪ Filmways Inc., whose foreign operations include tv commercials, industrial films, programs and features, reports the opening of central offices in London and Rome through which all overseas business will be coordinated under the supervision of Richard B. Sage, overseas production head. Mr. Sage has supervised the firm's foreign output since 1958. He is also secretary of Filmways and president of Overseas Motion Picture Ltd., a Filmways subsidiary.

FATES & FORTUNES

BROADCAST ADVERTISING

Gerald Bruce, vp and creative director for Moss Assoc., New York., appointed vp and director of merchandising for Cole, Fisher & Rogow, New York advertising agency.

Robert J. Wood elected executive vp of Carl Byoir & Assoc., New York pr firm, succeeding **Frank Gavitt** who is leaving to establish own pr consulting agency. Mr. Wood has been with firm since 1946 most recently serving in New York office.

Mr. Young

Norman Young, assistant vp, Ted Bates & Co., N. Y., elected vp and account supervisor, that city. **Jack Grainger,** formerly in research department, Ruthrauff & Ryan, N. Y., elected assistant vp.

Hermino Travisas, vp and manager, tv-radio department, BBDO, N. Y., succeeds **Thomas J. McDermott** as chairman of membership committee, Radio & Television Executives Society. Mr. McDermott, vp, radio-tv, N. W. Ayer & Son, N. Y., will serve as member of board of governors, and board liaison.

Paul C. Harper Jr., president of Needham, Louis & Brorby, Chicago, elected chairman of Central Region of American Assn. of Advertising Agencies succeeding **William A. Marsteller,** board chairman of Marsteller, Rickard, Gabhardt & Reed. Other new officers: vice chairman, **George Bolas,** Tatham-Laird; secretary-treasurer, **Buckingham W. Gunn,** Clinton E. Frank Inc., both Chicago.

Henry (Hank) Aneiro, associate director of merchandising, Benton & Bowles, N. Y., elected vp.

Ernest L. Taylor, copywriter and copy supervisor, Cunningham & Walsh, N. Y., joins N. W. Ayer & Son, Philadelphia, in same capacity. **George P. Keeley,** formerly assistant to president, Hercules Cement Co., N. Y., joins plans and marketing department, **Robert J. Hardy,** formerly time-space buyer, Dancer-Fitzgerald-Sample, N. Y., joins as time buyer and **Selden B. Clark,** sales manager for electric shaver division, Remington Rand, Philadelphia, named representative.

Ruben Kleidman, formerly technical director, Young & Rubicam, N. Y., joins Doyle Dane Bernbach, that city, as project director. **John Keavey** and **Hugh McCloy** join Doyle Dane Bernbach, N. Y., as account executives. Mr. Keavey was vp and account executive, Erwin, Wasey, Ruthrauff & Ryan, that city, and Mr. McCloy was account executive, BBDO.

C. M. Ritchey, advertising and merchandising director for Willys Motors, Toledo, appointed additionally as public relations director. Mr. Ritchey will have responsibility for Willys pr functions as well as all advertising and merchandising in marketing of Jeep line of vehicles in both domestic and overseas sales areas.

Kenneth S. Olshan, assistant media supervisor, Doherty, Clifford, Steers & Shenfield, N. Y., appointed media research director.

Kevin A. Leonard, assistant editor for *The Voice of St. Jude,* national Catholic publication, joins Olian & Bronner, Chicago, as copywriter.

THE MEDIA

Mr. Rosenzweig

Saul Rosenzweig, vp and general sales manager of WLOS-TV Asheville, N. C., named vp and general manager of KPLR-TV St. Louis. He previously headed sales development for The Katz Agency in New York and prior to that was with BBDO as head of tv production unit in Pittsburgh, and as account executive in New York.

Ernest C. Sanders, resident manager of WOC-AM-FM-TV Davenport, Iowa, resigns after 30-year association with Palmer Enterprises. Formerly president of Iowa Broadcasters Assn., he had also served on various committees of the National Assn. of Broadcasters.

Richard Gray, radio-tv production director for Geyer, Morey, Madden & Ballard, New York, named to newly created position of manager of WFAA Productions for WFAA-AM-FM-TV Dallas.

Mr. Giaimo

Martin Giaimo, manager of WPON Pontiac, appointed manager of WNEM-TV Saginaw-Bay City, both Mich. He previously had been manager of WJEF Grand Rapids, and WKZO-TV Kalamazoo as well as general sales manager for WILX-TV Onondaga, all Michigan.

Bill Monroe, news director for WDSU-TV New Orleans, named manager of NBC's Washington news bureau replacing **Elmer Lower** who will become pr and news director for NBC in New

WPEN HAS THE STAR PERSONALITIES

★ MATURE, ESTABLISHED PERSONALITIES ★ AWARD WINNING NEWS ★ EXCLUSIVE HELICOPTER TRAFFIC REPORTS ★ FIGHTING EDITORIALS ★ ADULT MUSIC ★

WPEN
THE STATION OF THE STARS
CALL GILL-PERNA, INC.

WPOP
HARTFORD — CONN.

Central Connecticut's STATION with COMPLETE FAMILY SERVICE PROGRAMMING

WPOP
Phillip Zoppi, General Manager | Adam Young, Inc., Nat'l Rep.
A TELE-BROADCASTERS STATION

York. **John Corporan** named to succeed Mr. Monroe.

Harold Heath, account executive for KRNT-AM-TV Des Moines, named assistant manager of WHO-AM-FM-TV, that city.

Jack H. Mann, ABC radio director of advertising, sales development and research, named director, ABC Radio Pacific and ABC Radio West, headquartered in Hollywood. **Don Schlosser,** formerly presentation writer, appointed advertising co-ordinator and manager of sales development, N. Y.

William F. Frech Jr., formerly with Boa, McQuade & Fitzpatrick, N. Y., joins ABC legal department.

George A. Vicas joins NBC News to establish European office for network in Paris. Office will serve as headquarters for NBC News production in Europe and Africa, with Mr. Vicas responsible for producing documentaries.

William E. Best named assistant to director of Information Services, CBS Radio, Hollywood. Mr. Best had been for 10 years UPI bureau manager for Southern California-Arizona-Southern Nevada.

Herman Pease appointed program manager of WROC-TV Rochester, N. Y. He had been production manager and programming aide for station since March of 1960.

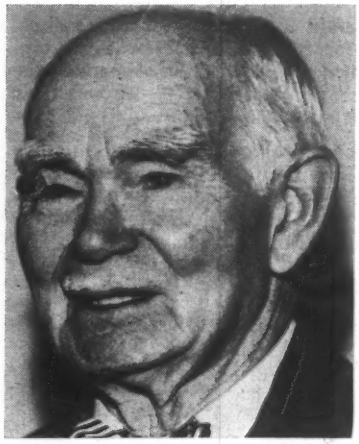
Mr. Hensley

James P. Hensley, formerly associated with Coldwell, Banker & Co., Sacramento real estate firm and for past two years executive director and general manager of KROY, that city, appointed vp and general manager of KGMS also Sacramento. He had previously served in various executive capacities with CBS in Los Angeles, San Francisco and Chicago over seven year period.

Lee De Forest dies at 87

Lee De Forest, 87, inventor of three element vacuum tube which made possible development of radio and tv broadcasting, died at his home in Hollywood, June 30.

Holder of more than 300 patents including one dealing with color tv, he maintained his research laboratory up until 1958. Many of his inventions have been causes of court battles over priority and other matters. Genius in communications field, he took time out to write his autobiography which was published in 1950 and constantly and enthusiastically advocated radio and tv as means of uplifting mass culture. He was born Aug. 26, 1873, at Council Bluffs, Iowa, received his Ph.D. from Yale in 1899, and earned his title of *Father of Radio* as result of receiving patent in 1907 for audion tube. Funeral services were held July 3 at San Fernando Mission with burial in Mission's cemetery.



Clayton H. Brace, KLZ-AM-TV Denver, elected president Colorado Broadcasters Assn. **Mason Dixon,** KFTM Ft. Morgan named vp and **Bob Martin,** KMOR Littleton, secretary-treasurer.

Mr. Steele

Henry H. Steele appointed general manager of KVLC Little Rock, Ark. and **John Mitchell** named program director.

Johhny Daume, director of country music and air personality with KWCO Chickasha, Okla., named farm director, country music director and air personality for KOJM Havre, Mont.

Norman Palmer, national sales manager of WGBS-AM-FM Miami, named local sales representative for WJW-AM-FM-TV Cleveland.

H. Deyo Briant, from production department of WIRL Peoria, to program director of KHAK-AM-FM Cedar Rapids. **Jim Stramel,** sales manager, KTRI Sioux City, to KHAK as account executive. **Larry Hickerson, Don Reeves** and **Larry Heaberlin** named staff announcers.

Mr. Bayliss

John F. Bayliss appointed manager of KFAX San Francisco. He previously had managed stations in Petaluma, Watsonville and Lodi, all California. Mr. Bayliss will be active in program administrative and sales departments.

Brad Stoddard, program director of WJER Dover, Ohio, promoted to assistant manager.

Asa Stallworth Jr., national sales manager for WJBF (TV) Augusta, Ga., appointed general sales manager.

Len Hanson, air promotion director for KPIX (TV) San Francisco, named pr and promotion director for KNTV (TV) San Jose, replacing **Margaret Norton. John L. Anzalone,** account executive for station, promoted to local sales manager and **Darla Grainger** appointed reporter-photographer.

Eleanor Yeager joins WJXT (TV) Jacksonville, Fla., promotion department as public service coordinator.

Herb Hahn, on sales staff of Forjoe & Co., N. Y., joins The Meeker Co., station representative, that city, as account executive.

WISSCO
WIRE SERVICE SUPPLY CO., INC.
220 EAST 42nd STREET • NEW YORK 17, N. Y.
EQUIPMENT AND SERVICES
FOR THE COMMUNICATIONS INDUSTRY

James J. Dunham named account executive for WITI-TV Milwaukee. He had previously served with WTCN-TV Minneapolis-St. Paul.

Harry Blackstone Jr. joins announcing staff of WFAA-AM-FM Dallas. He formerly was staff announcer for KTBC-AM-FM Austin.

Jack Lazare, WNEW New York air personality, joins WINS, that city, in same capacity.

Bob Wilson, air personality with KYW Cleveland, joins WNEW New York as nighttime announcer.

Charles McCuen, newscaster for WTNC-TV Minneapolis-St. Paul, joins news staff of WNBQ (TV) Chicago.

Jim Camilli and **Jack McNamee** join WPTR Albany, N. Y., as air personalities following resignations from WABY, that city.

Ron Riley, formerly with WOKY Milwaukee, joins KXOK St. Louis as air personality.

Don Lapp rejoins WDOE Dunkirk as air personality after 18 months absence, during which time he was with WBUZ Fredonia, both New York.

Stan Alten joins WTTM Trenton, N. J., as air personality.

Bob Fleming, air personality with KOL Seattle, joins KAYO, that city, in similar capacity.

PROGRAMMING

George Faber, Hollywood manager of publicity for CBS Films, promoted to newly created position of director of client relations.

Eve Baer, assistant to administrative vp, Ziv-UA, N. Y., appointed to newly-created post of manager, program services.

Milford Fenster, attorney, MCA-TV, N. Y., resigned to accept position with Hall, Casey Dickler, Howley & Brady, law firm, that city.

Tony Habeeb, member of Hollywood press information department of CBS-TV, joins publicity department of Screen Gems, tv subsidiary of Columbia Pictures Corp. Hollywood.

EQUIPMENT & ENGINEERING

David L. Steel Sr., Washington consulting engineer, has established own practice at 1413 K St., N.W., Washington, D. C. Telephone 393-3173.

Harold E. Felix, program engineer with Douglas Aircraft, appointed vp and director of engineering of Midwestern Instruments, manufacturers of Magnecord tape recorder-reproducers and other electronic equipment.

Richard McGinnis, engineer, WDRC Hartford, Conn., appointed chief engineer of WACE Springfield, Mass.

Willis C. Beecher, Washington consulting engineer, establishes own practice at 1413 K St., N.W., Washington, D. C. Telephone: 393-5621.

Raymond M. Wilmotte, staff engineer for RCA since 1959 in advanced military systems division, appointed project manager to head development and construction of Relay experimental communications satellite.

INTERNATIONAL

Ward M. Cornell appointed manager of CFPL London, Ont. Mr. Cornell has been with station since 1954 when he joined as news editor.

Jean Nadon resigns as general manager of CJMS Montreal in order to open own management consulting firm Jean Nadon & Assoc., located at 1600 Berri St. Suite 12, Montreal, telephone Vi 5-2616.

Peter Dimmock, head of BBC-TV Outside Broadcasts, N. Y., appointed general manager, Outside Broadcasts, Television, that city. Mr. Dimmock will be in charge of business arrangements for international remote broadcasts and special projects. **Harry Middleton,** formerly assistant to Mr. Dimmock, named head, Outside Broadcast Programmes, Television.

Dave Shannon, formerly with WJBK Detroit, named to sales staff of CKLW Windsor, Ont.

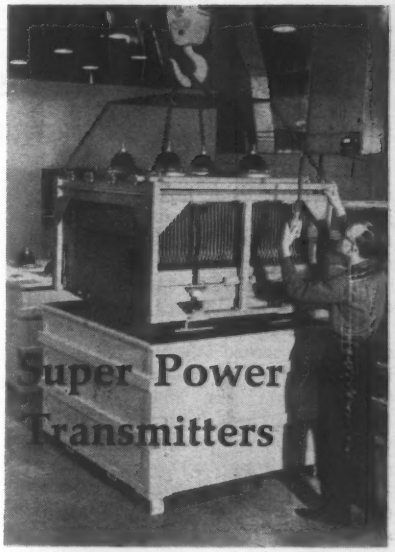
Knowlton Nash appointed as CBC's second English-language news correspondent in Washington.

DEATHS

Max H. White, 61, past owner of KWNO Winona, Minn., died June 29 of stroke in Winona General Hospital. Mr. White, who had been ill for several years, had recently gone into semi-retirement after selling his interest in KWNO to his two partners on May 1. He had also sold his interest in *Winona Daily News* to his son on May 18, who then became publisher. Mr. White had established station in 1938. He was buried July 1 in Winona.

Charles Vassall, 59, technical supervisor for WBZ Boston, died July 2, in Carney Hospital. He had been with station since 1927 when he joined it as engineer.

Paul Guilfoyle, 58, Hollywood character actor and director, died June 27 of heart attack at his Playa Del Ray, California home. He directed more than 150 tv features including episodes of *Lawman, Science Fiction Theater, Highway Patrol,* and *Sea Hunt.* He also appeared as actor in *Gunsmoke* series.



Large, oil-filled variable capacitor, part of 2 megawatt VLF transmitter designed and built for the United States Navy by Continental Electronics.

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Where you go, Minitape goes, with its own power and precision recording unit in one compact aluminum case. Sports, crime, special events ...no other recorder can do the job of Minitape. Quality equal to finest AC-operated units. Get all the facts about Minitape today!

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• LIFETIME BATTERY
• FLAT TO 10,000 CYCLES

STANCIL-HOFFMAN CORP.
921 N. Highland Ave. • Hollywood 38, Calif.

WIP takes merchandising to homemaker

'HOSPITALITY WAGON' DISTRIBUTES CLIENTS' PRODUCTS

When WIP Philadelphia found in-store merchandising no longer an asset in encouraging new business, the station came up with a face-to-face sales technique, In-Home Merchandising, boasting samples, coupons, surveys, personal demonstration and prizes to housewives.

A motherly-looking woman whom the station named Winnie Peters (after its call letters) drives the "WIP Hospitality Wagon" in and around the Philadelphia area, stopping to chat with housewives about WIP's advertisers and their products.

For each woman Winnie talks with there is a shopping bag containing samples of various sponsors' products, discount coupons, cook books and other advertising literature.

In addition, prizes are offered to housewives who correctly answer questions on the label of the "Pick Product," one selected each week to be spotlighted.

Winnie also takes surveys for advertisers who are either new in the market or who need additional information about their distribution there.

Among WIP advertisers who are already in the In-Home Merchandising program are General Baking Co., Miller High Life Beer, Ritter Foods and H. J. Heinz Co.

IHM, created by Bob Mounty, WIP general sales manager, and supervised by promotion director Arnold Katinsky, is being promoted on the air and in local newspapers.

Must an advertiser have a certain minimum billing in order to receive IHM? Not as yet, Mr. Katinsky said, as the station is "playing it [the new service] by ear," and will come to a definitive decision about its operation later.

Radio campaigns boost sales of new autos

Two widely-separated stations have demonstrated the pull of radio and television in selling new cars. They were KOB Albuquerque, N.M., and WBNS-TV Columbus, Ohio, which, using individual promotional campaigns, produced heartening financial results for the new car dealers in their respective cities.

KOB's booklet, "You Auto Buy Now," was distributed to the various new car dealers in Albuquerque. The station offered 300 promotional spots if the dealers bought adjacencies. And they did. Results: While national auto sales lagged noticeably from last year at the same period, Albuquerque zoomed ahead—and far ahead of the national figures.

WBNS-TV also produced strong results with its varied promotion and spot saturation plan. Its theme, "Time to Trade," was augmented by colorful stickers, point-of-sale promotions, live-mentions and station breaks. Columbus, too, scaled over its 1960 figures in new car sales.

And the winner!

A WINS New York dj, Murray Kaufman, was named New York's 1961 Radio Star last week, in conjunction with Portable Radio Month, sponsored by Eveready batteries and Emerson radios.

The award climaxed a month of voting during which fans throughout greater New York cast 32,000 ballots for their favorite radio personalities.

Mr. Kaufman, host of WINS' *Swinging Soiree* (daily, 7-11 p.m. EDT), racked up 4,503 votes. Jack Lacy, another WINS personality, took second place in the contest. Bill Cullen, WNBC, placed third, while Klavan and Finch, WNEW team, and Jack Sterling, WCBS, followed in that order.

WSB flag drop salutes Fourth

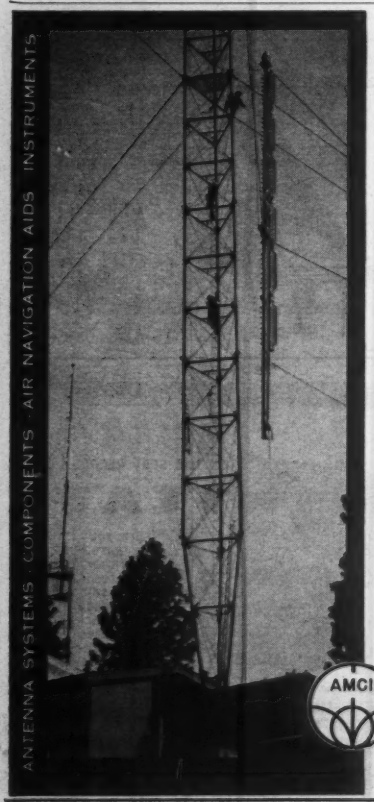
WSB-AM-TV Atlanta was literally up in the air as it celebrated the Fourth of July weekend. And 100 boat owners were aware of it.

The station sent up a helicopter over nearby Lakes Allatoona and Lanire equipped with 100 American flags sealed in special water-proof packages. The 'copter dropped the flags to 50 boating enthusiasts on each lake.

Auction of stars' paintings

To help finance the new Los Angeles County-Hollywood Motion Picture & Television Museum, a public exhibition and auction of a collection of 90 paintings by movie-tv celebrities has been undertaken by Hollywood Museum Assoc.

The exhibit, which began June 30, will last until July 11. Paintings range in price from $25 to $2,500. Among the most noted of the "artists" are Red Skelton, Harpo Marx, Alfred



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AMCI

ALFORD
Manufacturing Company
299 ATLANTIC AVE., BOSTON, MASS.

Hitchcock, Cornel Wilde, Peggy Lee and Coleen Gray.

Now in the planning stages, the new museum has a tentative completion date of 1963. The exhibit is being held in the Garden of Allah in Lytton Center, 8150 Sunset Blvd., Hollywood.

You promote us and we'll promote you

WCBS New York has begun a new promotion campaign in Los Angeles, Chicago, Boston, San Francisco and Philadelphia.

Since so many people visit New York every year, Sam Slate, the station's general manager thought it wise to urge travelers to listen to WCBS when in town.

The 15- and 30-second spots are being aired on CBS Radios, other owned stations (WBBM Chicago; WEEI Boston; KCBS San Francisco; KNX Los Angeles, and WCAU Philadelphia) in exchange for similar announcements for these stations on WCBS.

11 radio-tv stations sponsor Soap Box Derby

Radio and tv stations in 11 communities are among local sponsors for the 1961 Soap Box Derby. Local races in 142 participating cities for boys 11 through 15 years of age, will determine the participants in the 24th running of the national event. National sponsor of the coasting competition is the Chevrolet Motor Div. of General Motors.

Stations listed as local co-sponsors are WSOC-AM-TV Charlotte, N.C.; WENE Endicott, N.Y.; KORE Eugene, Ore.; WKZO-AM-TV Kalamazoo, Mich.; WEEK-TV Peoria, Ill.; KOOL-AM-TV Phoenix, Ariz.; WICE Providence, R.I.; KPTV (TV) Portland, Ore.; KCRA-AM-TV Sacramento, Calif.; WTVT (TV) Tampa, Fla., and WTOP Washington, D.C.

Pet Milk c&w winner

Winner of the fourth annual Pet Milk Co. country and western music singer competition on Keystone Broadcasting System stations was Johnny Rose, singer-guitarist-composer entered by KBIM Roswell, N.M., according to KBS. The finals were held in Nashville, Tenn., at WSM there. Pet Milk sponsors a *Grand Ole Opry* series on 200 KBS outlets through Gardner Adv., St. Louis. Competition this year included 7,000 contestants at local station level.

Negro market data compiled

Advertisers will soon have access to the most complete research data ever published on the Negro market, according to the Negro Radio Assn. The Data Processing Center of S. J. Tesauro & Co., Detroit, is doing national, local and area-level research studies on information obtained in the 1960 census. The information to be released by the NRA for use of member stations, will include income of households, sex of head of household, education, automobile ownership and ownership of consumer durables.

Drumbeats...

Dedication memento ▪ Copies of the hard-cover 112-page souvenir pictorial history of the *Chicago Tribune's* WGN-AM-TV Chicago were mailed by the stations last week to 10,000 national opinion leaders, government officials, advertising agencies and sponsors. The book was prepared under the supervision of public relations manager Daniel D. Calibraro as a memento of official dedication of the *Tribune* stations' new broadcast center (BROADCASTING, July 3).

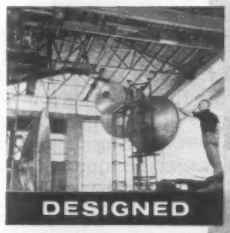
Unexpected dividend ▪ For the second consecutive year, KSTT Davenport, Iowa, bought all the seats for one night at the July 2 Quad Cities-Clinton baseball game. And, as part of its promotion with Eagle supermarkets, there were fireworks, a wild west show and a game between the station's staff and local models prior to the Midwest League contest. But the biggest promotion "break" came when KSTT scheduled it for July 2. For that night, Quad Cities pitcher Denny Ridant capped it all by throwing a perfect no-hit, no-run game against the Clinton, Iowa, team.

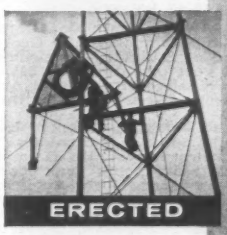
More Cordic ▪ Advertisers and agencies are receiving long-playing records of Rege Cordic's morning show routines on KDKA Pittsburgh. Entitled "Cordic and Company—Preferred," the lp includes such topics as "German Gunsmoke," "Pall Mall Confusion," and "As a New Yorker Sees Pittsburgh." Distribution is through Donald J. Trageser, KDKA sales manager and assistant general manager, and AM Radio Sales, national rep for the station.

Lightning appointment ▪ KNBC San Francisco has appointed The Dennis Corp., Los Angeles, to expand its "chain lightning" merchandising plan. It provides in-store displays and other promotional benefits for the station's major food advertisers. The "chain lightning" plan covers nine counties in the Bay area.

New radio package ▪ The '3 R's of back-to-school advertising are spelled

COMMUNICATION TOWERS





by Stainless

300' Microwave Tower by Stainless, Inc.

When you need towers — for microwave relaying, radio or scatter transmission—call upon Stainless' experienced staff to handle the whole job—from planning to installation.

Ask today for your free booklet describing many Stainless installations.

Stainless, inc.
NORTH WALES · PENNSYLVANIA

out in a special package released by Radio Advertising Bureau. The package, which contains a presentation folder and an "honor roll" of back-to-school promotion ideas, reminds advertisers that back-to-school campaigns must break by midsummer.

Boat safety ▪ WINS New York distributed 10,000 off-shore forecast schedule cards to boat owners in its listening area during "Safe Boating Week," July 3-9. In addition to highlighting both general and local inlet conditions, emergency Coast Guard bulletins are aired immediately as they are received by the station's Marine News Center. Safe boating rules and reminders are broadcast frequently each day.

New campaign ▪ Media will contribute at least $10 million worth of time and space to the new Advertising Council campaign, "Seat Belts Save Lives," part of an overall Stop Accidents promotion. Radio and tv stations and networks will donate their facilities for messages prepared by G. M. Basford Co., N. Y., volunteer agency on the new six-month campaign.

FOR THE RECORD

As compiled by BROADCASTING June 29 through July 5. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

Existing tv stations

ACTION BY FCC

WPRO-TV Providence, R. I.—Granted cp to change aur. ERP to 155 kw, trans. location to Homestead Ave., Rehoboth, Mass., ant. height to 913.15 ft. Action July 3.

New am stations

ACTIONS BY FCC

Princeton, Ill.—Bureau Bcstg. Co. Granted 1490 kc, 100 w unl. P.O. address 1901 Georgia St., Louisiana, Mo. Estimated construction cost $9,850, first year operating cost $45,400, revenue $49,600. **Mr. and Mrs. Russell Armentrout,** theatre-owners, are equal partners. Action June 28.

Wood River, Ill.—Madison County Bcstg. Co. Granted 590 kc, 500 w D. P.O. address 210 Washington St., Beardstown, Ill. Estimated construction cost $52,301, first year operating cost $48,000, revenue $54,000. Applicants are **Robert W. and Margareta S. Sudbrink,** 51% and 49% respectively, who are equal partners in WRMS Beardstown, Ill. Action June 28.

Glen Burnie, Md.—Southfield Bcstg. Inc. Granted 1590 kc, 500 w unl. P.O. address 1 Central Ave., S.W., Glen Burnie. Estimated construction cost $23,845, first year operating cost $48,000, revenue $60,000. **Luther Weston Gregory,** sole owner, is attorney, consulting engineer, etc. Comr. Bartley dissented. Action June 28.

Isabela, P. R.—Sergio Martinez Caraballo. Granted 1390 kc; 1 kw D, 500 w N. P.O. address Box 533, Isabela. Estimated construction cost $9,877.11; first year operating cost $13,257; revenue $30,000. **Sergio Caraballo,** sole owner, is public accountant. Action June 28.

APPLICATIONS

Ellijay, Ga.—Blue Ridge Mountain Bcstg. Inc. 1500 kc; 1 kw D; 500 w during critical hours. P.O. address Box 161 Calhoun. Estimated construction cost $11,486; first year operating cost $30,000; revenue $35,000. Principals: **Joseph M. Acree, J. T. Acree** (each 36.4%); **Harbin M. King** (27.3%). Joseph Acree is student; J. T. Acree is elementary school principal; Mr. King is attorney. Ann. June 29.

Lawrence Park, Pa.—Greater Erie Bcstg. Inc. 1530 kc; 250 w D. P.O. address Conneaut, Ohio. Estimated construction cost $12,644; first year operating cost $55,000; revenue $70,000. Principals: **Louis W. Skelly** (50%), **Vincent A. Pepper, E. Stratford Smith** (each 25%). Mr. Skelly owns WWOW Conneaut and has been general manager of WWIZ Lorain and WSOM Salem, all Ohio; Messrs. Smith and Pepper are partners in law firm. Ann. June 29.

Existing am stations

ACTIONS BY FCC

KRE Berkeley, Calif.—Granted increase of daytime power from 250 w to 1 kw, continued operation on 1400 kc, 250 w-N; engineering conditions. Action June 28.

KMBY Monterey, Calif.—Granted increase of daytime power from 250 w to 1 kw; continued operation on 1240 kc, 250 w-N; engineering conditions. Chmn. Minow abstained from voting. Action June 28.

KROY Sacramento, Calif.—Granted increase of daytime power from 250 w to 1 kw, continued operation on 1240 kc, 250 w-N; remote control permitted; engineering conditions. Chmn. Minow abstained from voting. Action June 28.

KWG Stockton, Calif.—Granted increase in daytime power from 250 w to 1 kw, continued operation on 1240 kc, 250 w-N; engineering conditions. Chmn. Minow abstained from voting. Action June 28.

KUKI Ukiah, Calif.—Granted increase of daytime power from 250 w to 1 kw, DA, D, continued operation on 1400 kc, 250 w-N; engineering conditions. Action June 28.

WWXL Manchester, Ky.—Granted increase of daytime power from 250 w to 1 kw, continued operation on 1450 kc, 250 w-N; engineering conditions. Action June 28.

KLBM La Grande, Ore.—Granted increase of daytime power from 250 w to 1 kw, continued operation on 1450 kc, 250 w-N; remote control permitted; engineering conditions. Action June 28.

WTTN Watertown, Wis.—Granted application to operate during all daytime hours with 1 kw (now restricted during critical hours to 250 w), continued daytime operation on 1580 kc. Action June 28.

APPLICATIONS

KVOL Lafayette, La.—Cp to increase daytime power from 1 kw to 5 kw and install new trans. Ann. June 29.

KNOE Monroe, La.—Mod. of cp which authorized change of facilities from 1390 kc, 5 kw, unl., 540 kc, 1 kw, 5 kw-LS, DA-2, to change DA-2 to DA-N only. Ann. June 30.

WCLD Cleveland, Miss.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. June 28.

New fm stations

ACTIONS BY FCC

Lafayette, La.—Lafayette Bcstg. Inc. Granted 99.9 mc; 4.95 kw unl. Ant. height above average terrain 297.7 ft. P.O. address Box 2519. Estimated construction cost $14,500; first year operating cost $15,000; revenue $18,000. **Welton Paul Mouton,** sole owner, is attorney. Action June 28.

Grand Rapids, Mich.—Kenneth W. Van Prooyen. Granted 95.7 mc; 6.3 kw, unl. Ant. height above average terrain 177 ft. P.O. address 917 Everglade Dr. SE, Grand Rapids 7. Estimated construction cost $17,900; first year operating cost $38,460; revenue $45,000. **Kenneth W. Van Prooyen,** sole owner, is president and general manager of Trans-Michigan Bcstrs. Assn., non-profit religious bcstg. organization. Action June 28.

Gallipolis, Ohio—Ohio Valley on the Air Inc. Granted 101.5 mc; 16.5 kw, unl. Ant. height above average terrain 152 ft. P.O. address Box 448, Gallipolis. Estimated construction cost $19,400; first year operating cost $8,000; revenue $10,000. Principals: **John E. Halliday** (98%), **Marjorie B. Halliday, Thomas D. Halliday** (each 1%), who own similar interests in WJEH (AM) Gallipolis. Action June 28.

Ownership changes

APPLICATIONS

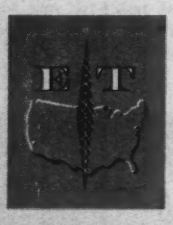
WZOK-FM Jacksonville, Fla.—Seeks transfer of all stock in WZFM Inc. from **Carmen Macri** to Peninsular Life Bcstg. Co. of which Mr. Macri is president, for 20% ownership of transferee corp. Other 80% is owned by **Peninsular Life Insurance Co.,** Jacksonville. Ann. June 30.

WYND Sarasota, Fla.—Seeks transfer of all outstanding shares of stock in Gulf Coast Bcstg. Inc. from **Kelsey L. Hutchinson** (50 shares), **L. C. McCall** (five shares) and **Ethel V. Hutchinson** (one share) to **George E. Hull, Ralph Bolgiano, George S. Shaffer, Carl G. Brenner** (each 25%) for $5,600. Mr. Brenner is general manager of WBMD Baltimore and WPTX Lexington Park, both Maryland; Mr. Hull is president of WBMD and WPTX; Mr. Shaffer is sales manager of WITH Baltimore; Mr. Bolgiano is treasurer of WBMD and WPTX. Ann. June 30.

WJON St. Cloud, Minn.—Seeks transfer of all outstanding shares of stock in Granite City Bcstg. Co. from **John P. Haerle, W. T. Comstock** (each 99 shares), **Miriam E. Haerle, Mary L. Comstock** (each one share) to **H. N. Cardozo Jr., Richard K. Power** (each 50%), for total of $150,000. Mr. Cardozo owns KATE Albert Lea, Minn., 25% of business property firm and 8.5% of retail furniture business; Mr. Power owns 50.5% of WAVN Stillwater and 30% of WCMP Pine City, both Minn. Ann. June 29.

KVSO Ardmore, Okla.—Seeks assignment of license from John E. Riesen, deceased,

EDWIN TORNBERG
& COMPANY, INC.



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Applications—Field Engineering
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RE: A GOSSAMER INTANGIBLE

Beneath the beat, beat, beat of the tom-toms lurks the haunting suspicion there must be a far better way to communicate about such a gossamer intangible as *editorial quality*.

It's great. We have it. But what is it?

We think it's what people pay for when they subscribe to a publication. And, like most diaphanous things, it can be measured, if not described.

We think the best measurement of any businesspaper's editorial quality is the number of readers who *pay* to read it. This means they value it, want it. It has that vital intangible called quality. Quality enough to move people to buy it. Quality enough to surround your advertising with reader interest. Quality enough to complement its appeal with the appeal of sound, wanted editorial. Quality enough to deliver a live, interested, paid audience. Just the right quality, in short, for the particular reader who reads it—and the advertiser who wants to reach him.

To find it in a businesspaper, look for the ABP symbol. It is, uniquely, the symbol of that gossamer, diaphanous, tremendously vital and elusive intangible known as quality. And most often, you'll find, it has bred the *quantity* your advertising needs.

THE ASSOCIATED BUSINESS PUBLICATIONS ABP

AUDITED PAID CIRCULATION ABC

The plus value of paid circulation is "wantedness"

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

BROADCASTING is the only publication in its field qualifying for ABC and ABP membership.

who was executor of estate of John F. Easley, also deceased, to Albert Riesen Jr., special administrator for Mr. Easley; no financial consideration involved. Ann. June 30.

KIHI (FM) Tulsa, Okla.—Seeks assignment of license from **Video Independent Theatres Inc.** to **J. D. Hopperton** (79.76%), **William L. Weinrod** (15.82%) and others. d/b as CHE Bcstg. Co. CHE Bcstg. Co. is licensee of KHFM Albuquerque, N. M. Ann. June 30.

WORG Orangeburg, S. C.—Seeks transfer of all stock in Radio Orangeburg Inc. owned by **Clarence E. Jones** (50% of total) to **J. T. Lyman,** for $20,000. Mr. Lyman has had interest in consulting engineering firm and is electrical engineer. Ann. June 30.

WLVA-AM-TV Lynchburg, Va.—Seeks transfer of stock in Lynchburg Bcstg. Corp. owned by **Philip P. Allen, Champe C. Allen, J. P. Read Jr.** and **Martha T. Reed** into voting trust to be voted by trustees or their appointees; no financial consideration involved. Ann. June 29.

Hearing cases

FINAL DECISIONS

■ Commission gives notice that May 11 initial decision which looked toward granting application of KCRA Inc. for renewal of license of station KCRA Sacramento, Calif. conditioned to accepting such interference as may result to its operation from grant of either of pending applications for new station to operate on 1340 kc in Oroville, Calif., became effective June 30 pursuant to sec. 1.153 of rules. Action July 3.

■ Commission gives notice that May 9 initial decision which looked toward granting applications of Bureau Bcstg. Co. for new am station to operate on 1490 kc, 100 w, unl. in Princeton, Ill., and Village Bcstg. Co. (WOPA) Oak Park, Ill., Burlington Bcstg. Co. (KBUR) Burlington, Iowa, and Northwestern Publishing Co. (WDAN) Danville, Ill., to increase daytime power from 250 w to 1 kw, continued operation on 1490 kc with 250 w-N, each conditioned to accepting such interference as may be imposed by other existing 250 w class IV stations in event they are subsequently authorized to increase power to 1 kw, became effective June 28 pursuant to sec. 1.153 of rules. Action June 29.

STAFF INSTRUCTIONS

■ Commission directed preparation of document looking toward denying application of WHAS Inc., to change trans. site of station WHAS-TV (ch. 11) Louisville, Ky., from within that city to near Brownsboro, Ky., about 19 miles northeast of Louisville and 58 miles from Lexington, Ky., increase overall height of ant. above ground from 600 feet to 1,859 feet, change type of trans. and make other equipment changes. Aug. 18, 1960 initial decision looked toward this action. Action June 30.

■ Commission directed preparation of document looking toward granting applications of WSTV Inc. (WSTV) Steubenville, Ohio, and Connellsville Bcstg. Inc. (WCVI) Connellsville, Pa., to increase daytime power from 250 w to 1 kw, continued operation on 1340 kc, 250 w-N. Feb. 20 initial decision looked toward this action. Action June 30.

■ Commission directed preparation of order to designate for hearing application of Gotham Broadcasting Corp. for renewal of license of its am station WINS New York, N. Y. Action June 28.

■ Commission directed preparation of document looking toward granting application of Moline Tv Corp. for new tv station to operate on ch. 8 in Moline, Ill., and denying competing applications of Community Telecasting Corp., Tele-Views News, Inc., Midland Bcstg. Co., and Illiway Tv Inc., April 28, 1960 initial decision looked toward granting Community Telecasting Corp. and denying competing applications. Action June 28.

■ Commission directed preparation of document looking toward denying petition by WPGC Inc., for reconsideration of April 21 decision which denied its application for modification of license to change main studio location of WPGC from Morningside, Md., to Washington, D. C. Action June 28.

Announcement of these preliminary steps does not constitute commission action in such cases, but is merely announcement of proposed disposition. Commission reserves right to reach different result upon subsequent adoption and issuance of the formal decisions.

INITIAL DECISIONS

■ Hearing examiner Basil P. Cooper issued initial decision looking toward granting application of Harford County Bcstg. Co. to change operation of station WAMD Aberdeen, Md., from daytime only to unlimited time, with DA-2 continued operation on 970 kc with 500 w, engineering condition. Action June 30.

■ Hearing examiner Forest L. McClenning issued initial decision looking toward granting application of Puritan Bcstg. Service Inc., for new class B fm station to operate on 101.7 mc, ERP 1 kw, ant. height 178 ft., in Lynn, Mass. Action June 30.

■ Hearing examiner H. Gifford Irion issued initial decision looking toward denying, without prejudice to consideration of comparable applications meeting all procedural and technical requirements, applications of Bloomfield Non-Profit Tv Assoc. for temporary authority to operate three vhf tv repeater stations on ch. 2, 6 and 10 to serve Bloomfield, N. M., by rebroadcasting programs of Albuquerque, N. M., stations KOAT-TV (ch. 7), KOB-TV (ch. 4) and KGGM-TV (ch. 13). (Nov. 3, 1960 grant of applications was protested by Aztec Community Tv Inc., operator of community ant. system serving Aztec and Blanco, N. M., but grant remained in effect pending outcome of hearing.) Action June 28.

■ Hearing examiner Charles J. Frederick issued initial decision looking toward denying applications for new am stations of Sayger Bcstg. Co. to operate on 1250 kc, 500 w-N, 1 kw-LS, DA-2, in Tiffin, and Malrite Bcstg. Co. to operate on 1240 kc, 100 w, unl. in Norwalk, both Ohio. Action June 28.

OTHER ACTIONS

■ By memorandum opinion and order, commission granted petition for reconsideration by Quests Inc., Ashtabula, Ohio, and extended time for filing pleadings in response to petition by James V. Perry, Grove City, Pa., to enlarge issues in proceeding on their am applications; time to be computed from release date of this order. Action June 30.

Elbert H. Dean and **B. L. Golden, Lemoore, Calif.; KHOT Madera, Calif.**—Designated for consolidated hearing applications of Dean for new am station to operate on 1240 kc, 250 w, unl. and KHOT to increase power from 500 w to 1 kw and change from DA to non-DA, continued operation on 1250 kc, D. Chrm. Minow abstained from voting. Action June 28.

Regional Radio Service, Rantoul, Ill.—Designated for hearing application for new am station to operate on 1460 kc, 500 w, DA, D; made WMBD Peoria party to proceeding. Action June 28.

John R. Powley, Houston, Tex.—Designated for hearing application for new class B fm station to operate on 106.7 mc: ERP 3.69 kw; ant. height 250 ft.; issues include staffing plans, financial qualification, and type and character of program service. Action June 28.

■ By notice and order, commission on its own motion reopened for further consideration its action of June 1 in granting without hearing applications for assignment of licenses of station WAMV-AM-FM and cp for auxiliary trans. for WAMV East St. Louis, Ill., from Hess-Hawkins Co., to Stanlin, Inc.; grant to remain in effect pending such reconsideration. Action June 30.

■ By order, commission denied request by intervenor Interstate Bcstg. Inc. (WQXR) New York, N. Y., for temporary stay of hearing on applications of Berkshire Bcstg. Corp., Hartford, Conn., and Grossco Inc., West Hartford, for new am facilities. Action June 28.

Routine roundup

■ Commission granted application of Byron W. St. Clair, New Rochelle, N. Y., for new experimental tv translator station to operate on ch. 12 at various locations in state of New York for purpose of making coverage tests under actual field conditions to determine extent and quality of coverage which can be achieved by translators. There will be no public participation in proposed tests. Action June 28.

ACTIONS ON MOTIONS

By Commissioner Rosel H. Hyde

■ Granted petition by Broadcast Bureau and extended to June 30 time to respond to petition by Interstate Bcstg. Inc. (WQXR) New York, N. Y., to review order of hearing examiner denying continuance of hearing, and for temporary stay of hear-

ing pending action on this petition in proceeding on applications of Berkshire Bcstg. Corp. and Grosseo Inc., for am facilities in Hartford and West Hartford, Conn. Action June 29.

■ Granted petition by Broadcast Bureau and extended to July 17 time to respond to two petitions for review of examiner's memorandum opinion and order in Corpus Christi, Tex., tv ch. 3 proceeding. Action June 29.

■ Granted petition by Broadcast Bureau and extended to July 10 time to file exceptions to initial decision in proceeding on fm applications of Bible Institute of Los Angeles Inc. (KBBI) Los Angeles, Calif. Action June 28.

■ Granted petition by Mt. Holly-Burlington Bcstg. Co. and extended to July 17 time to respond to petition by Burlington Bcstg Co. to enlarge issues in proceeding on their applications for am facilities in Mount Holly, N. J. Action June 28.

■ Granted petition by WDUL Tv Corp. (WHYZ-TV) Duluth, Minn., and extended to Sept. 15 time to file exceptions to initial decision in proceeding on its application. Action June 28.

■ Granted petition by TriCities Bcstg. Co. and extended from June 30 to July 3 time to file replies to exceptions in Greensboro-High Point, N. C., tv ch. 8 proceeding. Action June 29.

■ Granted petition by Greater Princeton Bcstg. Co. and extended to July 3 time to file exceptions to initial decision in proceeding on its application for new am station in Princeton, N. J. Action June 26.

■ Granted petition by Dale H. Mossman and extended to June 26 time to respond to petition by Massillon Bcstg. Inc., to enlarge issues in proceeding on their applications for new am stations in Norwood, Ohio. Action June 26.

By Acting Chief Hearing Examiner Jay A. Kyle

■ Scheduled prehearing conferences and formal hearings in following proceedings on dates shown: July 28 and Sept 8 on am applications of Oklahoma Bcstg. Co., Sapulpa, Okla.; July 28 and Sept. 12 on fm applications of Rollins Bcstg. of Delaware Inc., Wilmington, Del.; July 31 and Sept. 15 on am applications of Eastern Bcstg. System Inc., Brookfield, Conn.; WAEB Bcstg. Inc. (WAEB) Allentown, Pa. and on fm applications of Lake Zurich Bcstg. Co., Kenosha, Wis.; July 28 and Sept. 15 on fm applications of Lakeshore Bcstg. Inc., Racine, Wis. Action June 29.

■ Changed name of Camden Bcstg. Co. to Cosmopolitan Bcstg. Corp., applicant for fm facilities in Newark, N. J. Action June 29.

■ Granted request by MetroMedia Inc. to file opposition, not to exceed 25 pages, to petition by WHYY Inc., for review of adverse ruling of hearing examiner and petition for clarification of commission's memorandum opinion and order in Wilmington, Del., tv ch. 12 proceeding. Action June 28.

■ Granted request by G. M. Sinyard for dismissal of his application for am facilities in Hazelhurst, Ga., but dismissed application with prejudice; application was consolidated for hearing with Hazlehurst Radio, Hazlehurst, Ga. Action June 27.

■ Granted joint petition by Bar None Inc. and Independent Bcstg. Corp. for approval of agreement whereby Independent would pay Bar None $2,500 for reimbursement of expenses incurred in connection with latter's application for new am station to operate on 1430 kc, 1 kw, D, in Dishman, Wash., in return for its withdrawal; dismissed Bar None Inc. application with prejudice but permitted effectuation of agreement; retained in hearing status Independent application for new am station to operate on 1440 kc, 5 kw, D, in Spokane, Wash., to be subject of further proceeding and initial decision by hearing examiner. Action June 27.

■ Granted joint petition by Western Ohio Bcstg. Co., Raymond I. Kandel and Gus Zaharis, Muskingum Bcstg. Co., and Citizens Bcstg. Co., applicants for am facilities on 940 kc in Delphos, Zanesville and Lima, Ohio, for approval of agreement whereby Citizens would pay both Western and Kandel and Zaharis $5,500 and Muskingum $4,500 for partial reimbursement of expenses

Continued on page 107

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING July 6

	ON AIR Lic.	Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,545	60	112	827
FM	828	59	194	127
TV	486[1]	56	88	97

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING July 6

	VHF	UHF	TV
Commercial	464	77	541
Non-commercial	38	17	55

COMMERCIAL STATION BOXSCORE

Compiled by FCC April 30

	AM	FM	TV
Licensed (all on air)	3,531	795	486[1]
Cps on air (new stations)	41	71	55
Cps not on air (new stations)	153	210	92
Total authorized stations	3,725	1,076	644
Applications for new stations (not in hearing)	541	73	26
Applications for new stations (in hearing)	198	22	54
Total applications for new stations	739	95	80
Applications for major changes (not in hearing)	513	53	39
Applications for major changes (in hearing)	205	5	16
Total applications for major changes	718	58	55
Licenses deleted	0	0	0
Cps deleted	0	4	0

[1] There are, in addition, 10 tv stations which are no longer on the air, but retain their licenses.

The efficient design of the Collins 37M FM Antenna has never been effectively duplicated. It has been imitated, to be sure, but it retains its position of leadership. Design simplicity keeps fine tuning adjustments to a minimum after installation. Bandwidth and linearity far exceed requirements for effective multiplexing service.

COLLINS

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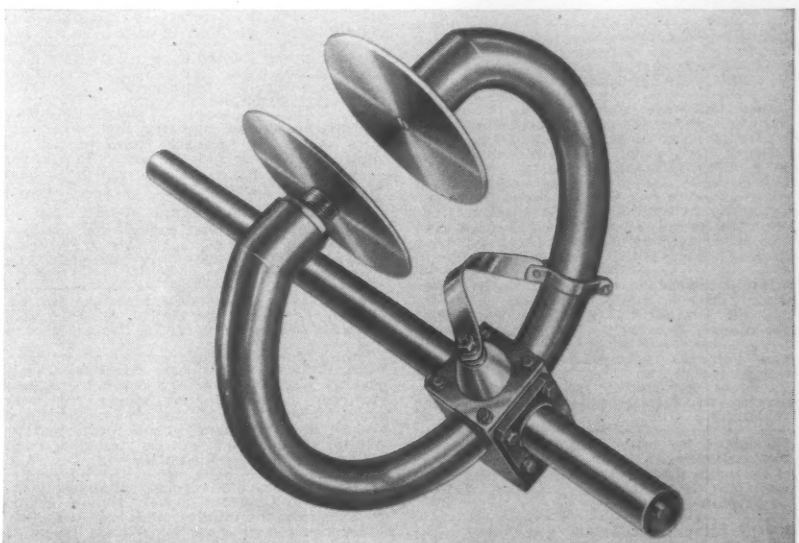

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(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- **SITUATIONS WANTED 20¢ per word—*$2.00 minimum*** • **HELP WANTED 25¢ per word—*$2.00 minimum.***
- **DISPLAY ads $20.00 per inch—*STATIONS FOR SALE advertising require display space.***
- **All other classifications 30¢ per word—*$4.00 minimum.***
- **No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington 6, D. C.**

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Sales manager . . . Important midwest industrial market. Furnish experience and sales record. Salary plus commission. Box 105G, BROADCASTING.

Sales manager-general manager established uhf, top network, good market. Definitely not a soft but sound opportunity with appropriate salary plus profit sharing on attainable increases. Sales effectiveness primarily important but well rounded experience desirable. Please give detailed information including salary requirements first communication which will be handled discreetly. Box 123G, BROADCASTING.

General manager—full time am under construction within 50 miles Chicago. Immediate. Box 149G, BROADCASTING.

Texas kilowatt has immediate opening for ambitious commercial manager. $6,000.00 plus percentage of gross. Complete resume, references to Box 154G, BROADCASTING.

Sales

Wisconsin, salesman who loves to sell, excellent opportunity for good producer. Box 380F, BROADCASTING.

Single market, west Texas station will have opening for sales manager position in July. Pleasant working conditions with good opportunity for right man. Must be experienced in sales work. Some announcing preferred but not essential. Box 935F, BROADCASTING.

Experienced salesman or sales manager for top western Pennsylvania radio station. Strong on national and agency accounts. Write Box 944F, BROADCASTING giving experience and references. Interview required.

Dominant No. 1 station in metropolitan 300,000 midwest market opening for aggressive salesman. Send complete resume to Box 952F, BROADCASTING.

Upper mid-west, small market. Sales experience necessary. Air experience desirable. 60% share of audience. $7,500 and over possible. Guarantee. Must be reliable. Box 107G, BROADCASTING.

Account executive. One of top eastern markets. Top 24 hour station in market. Good opportunity for reliable career minded sales executive with radio-tv chain. Start soon. Contact: Box 124G, BROADCASTING.

Midwest. Salesman-remote studio manager. Opportunity to make your ideas and work pay off. Station has excellent community acceptance. Box 127G, BROADCASTING.

Can you sell successfully in Wyoming's richest market with two to one top rating? Excellent opportunity for producing salesman in growing organization. KATI, Casper, Wyoming.

Salesman: No order takers: Draw against 20% commission. Car allowance. If you can't make $800.00 monthly we don't want you. KNCO, Garden City, Kansas. Call or write manager.

KVON, Napa, California expanding sales staff. Contact Powell, Baldwin 6-2023.

Salesman-announcer: 4½ hours daily board work announcing. Remainder of time free for sales. Single market. References. WGTN, Georgetown, S. C.

Help Wanted—(Cont'd)

Sales

Salary plus commissions plus incentives. Pulse rated #1 station. 24 hours indie. Protected list. Burt Levine, WROV, Roanoke, Va.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Announcers

Announcer with first class ticket, maintenance is secondary. Box 928D, BROADCASTING.

Morning man with personality for top rated Boston top 40 radio. Rush tape, resume, Box 962F, BROADCASTING.

Big opportunity in America's 6th biggest market for experienced dj. Must be bright, a swinger, understand modern radio, tight production. Tape, resume. Box 963F, BROADCASTING.

Deejay who plans a witty, exciting, original show—then presents it skillfully and brightly. We're Texas metro top forty, so you must swing, but with original style and personality. Send tape, resume and rating history to Box 987F, BROADCASTING.

Live in beautiful South Alabama on Mobile Bay. Announcer-engineer. Start July 17th. Send tape, resume and picture. Start $100 weekly. Box 101G, BROADCASTING.

Mature, experienced radio announcer wanted for outstanding Michigan station. Variety programming for the family, middle of the road music. Employee benefits, excellent working conditions, progressive station. Send complete details, including salary range, to Box 126G, BROADCASTING. Personal interview in Michigan required before position is filled.

Newsman and limited dj work. Upstate New York radio. Send news tape, background resume, and salary requirements. Box 131G, BROADCASTING.

Bright, personable morning man with mature voice for growing chain station in metro New England market. Chance for management. Send resume, air-check and photo immediately to Box 134G, BROADCASTING.

Wanted, two good first phone men for top-rated Ohio station, no maintenance. Send resume and references. Box 142G, BROADCASTING.

Modern radio personality for tight format, not top 40. Production ability. Advance with growing organization. KATI, Casper, Wyoming.

San Francisco full time classical music station KSFR now interviewing for a new position as announcer-engineer. 8 hour shift. Tapes and complete resume for those out of the area should be accompanied by Photo. Material will not be returned. Position to be filled immediately.

A station that has recently changed management and opened a new remote studio in a nearby community, needs good quality announcers with past experience in news, sports, and commercial work. Good salaries offered to qualified men. Send letter of experience, audition tape and photo to KTNC Radio, P.O. Box 238, Falls City, Nebraska c/o H. D. Wallington, Station Manager.

Help Wanted—(Cont'd)

Announcers

Announcer with first phone for 5000 watt pioneer station with adult sound. Send tape, resume, picture immediately to R. Scott Webb, Program Director, WCOA, Box 1669, Pensacola, Florida.

Wanted at once, announcer with first class ticket. No maintenance. Adult music station. Contact: Fred Cale, WDOG Radio, Marine City, Michigan. Phone Rockwell 5-7944.

Announcer-engineer wanted Easton, Maryland. Call TA 2-3301. Ask for Mr. Goodwin, or write WEMD.

Immediate opening for morning man. Good future with six-station family station. Manager, WPNC, Plymouth, North Carolina.

I need a first-phone announcer, who likes radio and would like to live in a real nice little city. Attractive hours and shift. Minimum maintenance. $100 to start. If you like to work and love radio, call me at East 4-2711, Rawlins, Wyoming. Denny Hawkins, Mgr.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Technical

Need two engineer-announcers (1st class). Start August, 61. Box 856F, BROADCASTING.

Engineer, capable of quality maintainance: Double on air or in office. Salary according to variety of talents. Western station. Box 887F, BROADCASTING.

Immediate opening first phone announcer for New York State. Adult station. Salary based on ability. Box 108G, BROADCASTING.

Engineer-announcer first class needed by August 1 for 5000 watt station in east central North Carolina. Box 146G, BROADCASTING.

Chief engineer—full time am under construction within 50 miles Chicago. Immediate. Box 150G, BROADCASTING.

Transmitter engineer—leading radio and television operation has opening for young man with first class license capable assuming important responsibilities at radio transmitter after reasonable train-in period. Bachelor apartment furnished for single man at transmitter if desired. WSAV, Savannah, Georgia.

Radio television jobs. Over 630 stations. All major markets, midwest saturation. Write Walker Employment, 83 South 7th St., Minneapolis 2, Minn.

Production—Programming, Others

Immediate opening for experienced newsman-announcer. Gather, write local news, some announcing. KBUD, Athens, Texas.

Production opening. WIRL Peoria, Illinois. Must be capable of writing, producing, and delivering highly produced announcements. Call Howard Frederick.

RADIO

Situations Wanted—Management

Manager strong on sales with programming experience for fm station southwestern state. At least three years sales experience. Box 826F, BROADCASTING.

Manager, 15 years experience. College graduate. Present station selling. References. Box 955F, BROADCASTING.

Asst. station manager wishes to move up. Young, energetic, family man with proven record as sales manager, salesmen, program director, etc. 8 years in all phases. Have strong civic background and desire to succeed. Small or medium market. Box 132G, BROADCASTING.

Thirteen years broadcasting experience. Nine radio, three television sales, one station management. Desire west coast. Box 135G, BROADCASTING.

Your station dying on its carrier? Two confident, experienced young men, now employed, will take over operation for year . . . work for set figure . . . and bring it out of red . . . with option to buy, or remain and share profits. Box 137G, BROADCASTING.

Manager-commercial manager: 10 years these capacities. 18 years experience. Also agency and national network background. Best references past employers. Box 152G, BROADCASTING.

Sales

Outstanding, young salesman. Management experience. $750.00 minimum. 1320 Ammons, Apartment 14. Denver 15, Colorado.

Announcers

Presently employed morning jock in medium market would like to move to larger market. Will not consider less than $15,000. Funny as hell! Box 916F, BROADCASTING.

Veteran, seeks start in radio all phases, 27, single, sincere, college: Two years radio, two liberal arts, jolly sounding, resume tape available, $55 take home. Box 947F, BROADCASTING.

Experienced announcer, production specialist, copywriter for quality fm station. Degree, references, veteran. Available now. Box 957F, BROADCASTING.

Announcer-deejay, 25, married, veteran, 8 years experience—Tight board—presently employed. Third ticket—$125.00. Box 102G, BROADCASTING.

When the screamers, top forty, gimmicks and teen-based Pulse ratings took over, we took a vacation. Now that network sound, melodious music and the human touch is heard again in the land—vacation is over. Seven years mature radio/tv. Single, dependable. No big problems—emotional, exmarital, alcoholic, or otherwise. Minimum megalomania. Just love good broadcasting, looking for a spot where this condition exists, where the qualities of network voice and style are valued. Tape resume, photo. 1st phone. West or Southwest. Box 103G, BROADCASTING.

Desire job as announcer with opportunity to learn sales. Experience includes one year practical and graduation from school of broadcasting. Inquiries to Box 106G, BROADCASTING.

Soft-sell announcer looking for afternoon or all-night personality or news opening. Broad music knowledge. Can gather and write news. Married. B.S. degree in radio-tv. Experienced. Box 112G, BROADCASTING.

Announcer-dj-salesman. Experienced, married, 31, 2 degrees, pleasant sound, tight production. Box 116G, BROADCASTING.

Swinging dj—2 years experience, married, 26, veteran. Box 120G, BROADCASTING.

Adult audience for adult pay. Pleasant relaxed style. Tasteful music. 4 years experience. Box 121G, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Staffer—adult station. Write copy and sell. Box 122G, BROADCASTING.

Radio-tv announcer. Mature. 13 years radio, 4 years tv. Outstanding voice. Solid experience all phases. Desire medium market anywhere. Box 129G, BROADCASTING.

Attention: New or established. C/W announcer-musician, employed as chief announcer seeking advancement. DJ—news—copy. Wanted soon: PD—announcer, sales, managerial, and good C/W show. Radio 15 years. Third. Box 130G, BROADCASTING.

Experienced announcer-dj, all phases of radio including record hops. Box 139G, BROADCASTING.

Broadcasting school graduate wants start in radio. Good sound, tight board. Prefers northeast. Box 140G, BROADCASTING.

Sports director looking for sports minded station, 9 years experience. Box 141G, BROADCASTING.

Disc-jockey, announcer—Experienced; moving sound; tight production; personality; not a floater. Box 151G, BROADCASTING.

Profits? Personality? Versatility? Yours!! Conscientious dj delivers—any good area! Box 153G, BROADCASTING.

Announcer—Excellent deep, mature voice. Now employed in #35 market. Married, college graduate, vet, looking for market to settle in. 5 years experience. Box 155G, BROADCASTING.

Experienced, first class announcer-dj. Decent market—$110 extremely versatile. Man, I'll sell it. Box 157G, BROADCASTING.

3 years experience—all phases—family man — permanent position — East. Box 158G, BROADCASTING.

Chief engineer, announcer, dj, young, ambitious, family. Presently doing daily air trick and all maintenance at metro station. Wants spot with aggressive group. Box 160G, BROADCASTING.

Announcer, married, experienced. California, Oregon or Nevada location JE 2-3272, Rt. 2, Box 52, Sonora, Calif.

Ambitious young dj, 1 yr experience, great desire to learn more, veteran, excellent voice, good production sense, east coast preferred. Steve Erwin, 8 Pinetree Drive, Farmingdale, New York, MYrtle 4-3685.

Announcer-copywriter—Eleven years experience. Top personality. Snappy copy. Married. Phone/write Charlie Lord, 3518 Minikahda Court—Minneapolis, Minnesota. WAlnut 6-3987.

Technical

12 years broadcast combination—good voice, highest technical qualifications, best references, family. Desire appropriate position with respected, healthy chain; emphasis technical work, technical advisement. Share expense interview necessary. $160.00. Box 133G, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

First phone, 4 years experience am transmitters, married, desire permanent position in Broadcasting. Box 100G, BROADCASTING.

Veteran, first phone, but not experienced. Reliable, alert, wants transmitter or studio position. Permanent. No announcing. Box 143G, BROADCASTING.

1st phone—beginner and eager to learn. Single, 21 ex-GI with 2 years communications experience. Write Box 305, Waverly, Missouri.

First phone engineer. Stable family man mature-willing to move-available immediately. Edison Furtick, 1419 Queensway, Orlando, Florida.

Production—Programming, Others

Sports director, 6 years play-by-play experience. Can combine with news. Box 879F, BROADCASTING.

Experienced newsman wants sports opportunity. Journalism graduate. Box 917F, BROADCASTING.

Program director . . . Looking for opportunity to grow. Fifteen years experience in all phases, block to formula. 1st phone, married. Best references. No drifter, five years in present position. College with B.A. in English and speech. Box 946F, BROADCASTING.

Sports director . . . 12 years radio and tv sports shows and major college play-by-play, several on network. Ready to move up by football season. Box 104G, BROADCASTING.

Newsman, hardworking, versatile, on way up, anxious to step from one man middle market operation to strong department in adult news conscious station. Good background all phases news, sports. (Interesting "extra":—Wall Street experience, solid background for financial business review.) Two years Armed Forces Network. Harvard graduate, 30, married, prefer within 250 miles NYC. Salary not prime consideration. Will come quick for interview. Box 114G, BROADCASTING.

Newsman — Reporter-writer-newscaster, 9 years experience police, court, education, political, government news reporting. Features and commentary. Professional delivery. College. Interested radio and/or television. Box 125G, BROADCASTING.

Need live mature newsman? Vast experience, top voice, fast rewrite. Box 128G, BROADCASTING.

Major market production manager wants programming-production position with future. Degree, married. 11 years experience writing, producing, announcing, programming music. Box 138G, BROADCASTING.

Programming problems? Let me handle'em. Sixteen years experience. Married. Currently peedee small metro market. Want step-up. May make modest investment. Box 145G, BROADCASTING.

ARE YOU THIS MAN?

We are looking for a mature, creative, hard working professional modern radio personality. Outstanding station in nation's 8th market will pay top salary to top man.

Air mail tape, resume and recent photo to:

John Gibbs, G. M.

KQV RADIO

Pittsburgh 19, Penna.

Situations Wanted—(Cont'd)

Production—Programming, Others

FM program manager, ready for major market. Creative, proven ability. Prefer group operation. Experienced in am and tv. Age 30. Family. Box 159G, BROADCASTING.

Writers: Manuscripts typed. Minor editing, prompt service. Mailed flat. Carbon free. Extra first and last pages. 50c per thousand words. Elizabeth A. Wolfe, 509 No. 41st Street, Omaha 31, Nebraska.

TELEVISION

Help Wanted—Sales

CBS station with growth potential desires live tv salesman under thirty. Write or call. WABG-TV, Greenwood, Mississippi.

Technical

Growing western max-power vhf station needs ambitious studio engineers and qualified transmitter engineers for mountain top transmitter. Write stating age, training, experience, and salary requirements. Excellent location and opportunity for stable men. Box 118G, BROADCASTING.

Experienced control room operator with first phone. Also RCA videotape technician. Opportunity with expanding station. Write Ed Covington, KTAL-TV Box 1474, Shreveport, La.

Wanted: Have immediate opening for transmitter supervisor who has complete knowledge of RCA TT-10 AL transmitter. Must be experienced in all phases of transmitter maintenance. Opening for remote supervisor who has complete knowledge of Ampex 1,000 B VTR and GE micro-wave. Must be experienced in all phases of maintenance for both. Both positions are supervisory with 40 hour work week salary open to experienced persons—no others need apply. Write, wire, or call collect Lew Evenden. Chief Engineer, WPTV, Palm Beach, Florida.

Production—Programming, Others

Artist for midwest station. Must have experience in television artwork. Give present income and salary expected, plus photograph and all particulars in first letter. Box 117G, BROADCASTING.

One-man art department, preferably familiar with photographic processes as well as all phases tv art as applied in local station operation. Opportunity with expanding station. Contact Jim Lynagh, KTAL-TV, Shreveport, La.

Top news cameraman who can write and edit for Time-Life independent station with strong emphasis on news. Good pay. Send photo background and references to: Sheldon Peterson, News Director, WTCN-TV, Minneapolis, Minn.

Help Wanted—(Cont'd)

Production—Programming, Others

Film director, experienced shipping, handling, editing, etc., no buying required. Opportunity with expanding station. Contact Jim Lynagh, KTAL-TV, Shreveport, La.

TELEVISION

Situations Wanted—Management

Manager small market television ready to increase profits of larger station. Six years thorough experience every phase television. Strong on sales, programming, handling personnel, streamlining operations. Box 136G, BROADCASTING.

Manager-commercial manager: 10 years these capacities. 18 years experience. Also agency and national network background. Best references past employers. Box 152G, BROADCASTING.

Sales

Account executive outstanding background production and programming with major television station. Anxious to sell and grow with small or medium station. Excellent references and resume available. Box 875F, BROADCASTING.

Announcers

Now hear this! We have an extremely fine sportscaster who will be available August 1. This is no doubletalk or 'coverup," but our market is rapidly shrinking as far as sports is concerned. The man we reluctantly have to give up is completely devoted to his work and is a swell all-around gentleman. If you need a sportscaster, you can't miss with our boy. He is now employed by one of the finest tv stations in the country in a medium size market. Drop us a line and we'll have him get in touch immediately. Box 988F, BROADCASTING.

Technical

Experienced tv engineer. 13 years all phases. 10 years supervisory positions. Desire permanent position in medium size market. Excellent references. Box 110G, BROADCASTING.

Production—Programming, Others

Film director and film buyer—available now. 10 years experience in a top 10 market station. Box 953F, BROADCASTING.

Director—Stage manager, 6 years experience production. College grad, will relocate. Resumes available. Box 148G, BROADCASTING.

Situations Wanted—(Cont'd)

Production—Programming, Others

News and/or public affairs director. Available for major metropolitan operation. Experience includes 11 years NBC, local operations and programming, hard news, public information features, original documentaries. Television since 1952. Box 111G, BROADCASTING.

FOR SALE

Equipment

Collins 300-G, 250 watt am transmitter; w/ Rust remote control. Going 1 kw. All like new. Package—$1750.00. Clarke Field meter, best offer. Want Altec single channel console. Box 833F, BROADCASTING.

RCA BTA-1MX 1000-watt am transmitter. Excellent condition, appearance, and performance. 5 years old. Six 833-A, other tubes. Box 839F, BROADCASTING.

Two RCA TK-41 color camera chains complete with associated equipment—$50,000. Box 981F, BROADCASTING.

RCA dual channel BC 6A serial no. 1155 used 3 years—good condition—spare circuit boards and some spare tubes. $800 fob—too large our operation. KDLR, Devils Lake, No. Dakota.

Used 550 foot tower, type GST Stainless. dismantled in 30 foot sections. Used 184 foot tower, Truscon, insulated, self-supporting, dismantled in 24 foot sections. Used RCA BTF-3B 3KW FM transmitter. Call or write Roger Sawyer, KGLO, Mason City, Iowa. Telephone GArden 3-2540.

Three tower phasing equipment operated different pattern day and night on 1390 kc. Tuning units in weather proof cabinet all in good condition. Manufactured by E. F. Johnson Company. For details call or write Jack Ikner, WFNC, Fayetteville, N. C.

2-new GL 7D21 tubes—in cartons never used spares—FM power increase. Contact Al Hayes, WHFC. Chicago, Ill.

Excellent 21-E 5 kw transmitter. Six years old. Write WKOZ, Kosciusko, Mississippi.

Used RCA video distribution amplifiers. General Communications Pulse distribution amplifiers. RCA 580-D and WP-33 power supplies all at half price. WSM-TV, Nashville, Tennessee.

Gates M5144A RF amplifier for remote reading of frequency and modulation monitors. Like new. Also 150-foot Stainless guyed tower. WSTU, Stuart, Florida.

Attention: Brand new, uncrated fm equipment priced 25% off for immediate sale. All or any part of the following items: One Jampro 2 bay antenna. One relay rack Bud RR 1248. One Conelrad receiver. One 1⅝" Spiroline #611625. One #85-1625 (transition from Spiroline to antenna). One #124-1625 fitting at transmitter end of transmission line. One #811-825 (transition to EIA flange). One #500-825. 1⅝" Gas Barrier. One RC-1A remote control equipment. One RCFM-1A amplifier. One Elbow #494-815. One Reel. Call or write Walter D. Caldwell, 408 Amarillo Bldg., Amarillo, Texas. Telephone: DRake 4-0107.

Am, fm, tv equipment including monitors, 5820, 1850A p.a. tubes. Electrofind, 440 Columbus Ave., N.Y.C.

RCA-TG-2A studio sync generator complete in perfect condition. $1500.00. W. Gill, 20 Hillcrest, Collingswood 7, N. J.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

Tower—16—10 ft. sections (160 Ft.) Guy wire and hardware included. Manufactured by Wind Turbine Co. #AB-127D-FR. $450.00. (valued at $1200.00). F.O.B. Simpson. Steve Kwisty, Simpson, Pa. Tel—Carbondale 282-5100.

Transmission line, styroflex, heliax, rigid with hardware and fittings. New at surplus prices. Write for stock list. Sierra Western Electric Cable Co., 1401 Middle Harbor Road, Oakland 20, California.

TELEVISION COMMERCIAL PRODUCTION MANAGER

There's a production manager or what some station calls operations manager who is not happy in his job, the area, management or some justifiable reason. He wants an opportunity to be creative, develop talent, improve live programs, and become a part of the "team."

The man we need must be thoroughly experienced to perform a first class job in staging, lighting, directing. Very important that he possess good business administrative ability.

Our station doesn't claim to be the biggest in the Southeast yet it is an excellent one. Affiliated with a good network. Good staff and excellent working conditions.

If you want to improve your situation, here is your opportunity. Old established firm with a solid future. Programming and film buying experience not necessary, but tell us if you have such knowledge.

Salary will be attractive for our market and responsibility. $8000 and up depending on depth of experiences.

Write all about yourself in letter and include a number of industry references who know your qualifications. All replies confidential. Enclose photo. Prefer man over 30 years old.

Box 964F, BROADCASTING

WANTED TO BUY

Stations

Financially qualified, experienced broadcaster purchase your station. All inquiries answered, confidential, expanding, southwest, all west preferred. Box 147G, BROADCASTING.

Equipment

Capitol Transcription music library wanted. Interested in securing portions or entire service. State condition. Box 921F, BROADCASTING.

TV station setting up news-film operation. Will consider good used developer and other equipment for 16mm news operation. Send all details to Box 961F, BROADCASTING.

50 kw transmitter perfect condition. Write or wire Radio Programs de Mexico. Mr. Homero Rios D. 109 Bucareli St., Mexico 6, D. F.

TV equipment including portable camera control for RCA TK-11 camera, transitorized Auricon camera, pan cinor 16mm Zoom lens Kensol model 12A hot press, Telecro 6000 rear screen projector, short wave police receiver, film and dark room equipment. Phone purchasing agent, KTAL-TV, Texarkana, Texas 33-1133.

Instruction book and drawings for a Western Electric 25A console. WFRA, P.O. 908, Franklin, Penna.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first class license in 5 or 6 weeks. Instruction eight hours a day, five days a week. No added charge if additional time or instruction needed, as license is guaranteed for tuition of $300.00. Professional announcing training also available at low cost. Pathfinder Method. 5504 Hollywood Blvd., Hollywood, California. Next classes July 31 and September 18.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Since 1946. The original course for FCC 1st phone license, 5 to 6 weeks. Reservations required. Enrolling now for classes starting (August 30-Closed) October 11, January 3, 1962. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California. Authorized by the California Superintendent of Public Instruction to issue Diplomas upon completion of Radio Operational Engineering course.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. G.I approved. Request brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

Announcing, programming, console operation. **Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.**

MISCELLANEOUS

NAB Engineering Handbook, have several new 5th additions at $20.00 each post paid. Save $7.50. Box 357F, BROADCASTING.

Experienced Carolina broadcaster desires to borrow $50,000 at 10% interest for one year. Highly profitable daytime station as collateral. Best references. Write Box 156G, BROADCASTING.

How to become outstanding in the field of electronics. Free literature. Wallace Cook, Box 10634, Jackson 9, Miss.

Paying $1,000.00 yearly for 30 minutes daily ($500 for 15 minutes). Pay in advance by month. 2 weeks cancellation clause. Gospel Broadcasters, Schell City, Missouri.

Yocks for jocks! Laugh-tested comedy material. Write for free listings. Show-Biz Comedy Service (Dept. DJ2), 65 Parkway Court, Brooklyn 35, New York.

MISCELLANEOUS

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

BUSINESS OPPORTUNITY

General Steel and Concrete Construction Co. Station builders, all outside plant work from tower to ground system, to transmitter building. New equipment, or good high quality used equipment. Some financing available. Insured, quality work. Tower maintenance, painting, guy-tension, bulb changing, etc. 2, 4, 6, year contracts available. Low rates, call/write TU 6-4429, P.O. Box 802, Watertown, So. Dak.

YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s) _____

☐ **TF** (until forbid)

RATES

☐ **Situations Wanted**—20¢ per word—$2.00 minimum (Payment in advance)

☐ **Help Wanted**—25¢ per word—$2.00 minimum

☐ **Display ads** $20.00 per inch—STATIONS FOR SALE advertising require display space

☐ 1" ☐ 2" ☐ 3" ☐ 4" ☐ other

☐ **All other classifications** 30¢ per word—$4.00 minimum

(No charge for blind box number)

Indicate whether Radio or TV ☐ Radio ☐ TV

HELP WANTED
- ☐ management
- ☐ sales
- ☐ announcers
- ☐ technical
- ☐ production-programming

SITUATIONS WANTED
- ☐ management
- ☐ sales
- ☐ announcers
- ☐ technical
- ☐ production-programming

FOR SALE
- ☐ equipment

WANTED TO BUY
- ☐ stations
- ☐ equipment

ADDITIONAL CATEGORIES
- ☐ Instructions
- ☐ Business Opportunity
- ☐ Miscellaneous

COPY

(If larger space is needed, please attach separate copy)

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 6, D. C.

NAME

COMPANY

ADDRESS

Remittance enclosed $ ☐ Bill

RADIO

Help Wanted—Management

MANAGER AUDIO PRODUCTS

Sales engineering department of top broadcast equipment manufacturer specializing in audio equipment and audio systems has immediate opening. Applicant must be thoroughly experienced in detailing and layout of studio and transmitter audio facilities and remote control. Transistor experience is a must. Experience in audio equipment sales or manufacturing helpful. Send complete resume, photo and salary requirements with first letter. All replies confidential.

Box 162G, BROADCASTING

Announcers

EXPERIENCED MORNING MAN

To maintain top audience wanted by pop music indie station in major market. Send air check and resume. Sorry, no tapes returned.

Box 163G, BROADCASTING

Technical

SALES ENGINEERING *OPPORTUNITY*

FM and TV department of manufacturing company has important position open for exceptional engineer who wants to join the sales department of a leading broadcast equipment company. Must have thorough training and experience in FM including stereo, and TV transmitters. Permanent salaried position with complete company benefits. Mail us resume with photograph to learn more about this terrific opportunity.

Box 161G, BROADCASTING

RADIO

Situations Wanted—Management

Professional presence, proud 21-year advertising background, confident of radio's future. Know showbiz, people, inside techniques, and marketing. Strong on continuity; Triple A (Audience-Advertiser-Award-winning) programming leadership: all for intelligently oriented, strategically keen sales department. Believe in well-balanced Public and Media Relations. Sound fiscal policy.

Box 109G, BROADCASTING

WANTED TO BUY

Stations

$100,000
CASH AVAILABLE

To use as down payment for all or 50% of fulltime radio station. Prefer middle to large market within 90 minutes flying time from New York City. Will assume active management, principals only. All replies confidential.

Box 868E, BROADCASTING

UP TO $100,000.
CASH AVAILABLE

As down payment for purchase of Radio Station. Prefer Medium Size Market within 90 minutes flying time of NYC.

ACTIVE MANAGEMENT ONLY
All replies confidential
Box 113G, BROADCASTING

FOR SALE

Stations

FM-30KW-#1

In 1 million market—1960 gross 41,000-Storecast—Great Lakes area.

Box 905F, BROADCASTING

MIDWEST STATION

Single-market daytime station in small midwest city serving stable trade area. Profitable operation, ideal for owner-operator. Virtually new equipment in first-class condition. Priced to sell. Reason, other interests. Full details furnished in person only. Inquiries in strict confidence.

Box 934F, BROADCASTING

CALIFORNIA REGIONAL

Long established 5 KW fulltimer in fine market. Showing good earnings on substantial gross. Price of $315,000 with 29 percent down and 10 year payout includes accounts receivable. An excellent buy.

Box 972F, BROADCASTING

FOR SALE

Stations—(Cont'd)

CHOICE ROCKY MOUNTAIN

An outstanding fulltime regional facility in small exclusive market. Excellent gross and very profitable. Valuable real estate and $50,000 in cash and receivables included in price of slightly over $200,000 on terms.

Box 973F, BROADCASTING

DAYTIME
1 KILOWATT

In excellent market close to Atomic Energy Control Plants in eastern Idaho. Also in center of good farming area. City shows increase of 30 per cent of population in 5 years. Now 31,000, trading area 125,000. Good terms.

Box 119G, BROADCASTING

Mich	single	daytimer	$ 60M	terms
Ohio	single	daytimer	100M	cash
Iowa	small	fulltime	87M	15dn
Idaho	small	daytimer	55M	cash
Ore	medium	fulltime	70M	15dn
S.E.	medium	power	80M	22dn
Ala	metro	daytimer	150M	29%
South	major	fulltime	400M	100dn

And others

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

Midwest TV-Radio $1,500,000 Firm. Cash. —Southern TV-Radio $4,000,000—Southern TV-Radio $2,650,000— Southern TV $2,200,000—Southern TV-Radio $750,000—Tex. metro $485,000—Ala. major regional $275,000—Tex. metro moneymaker $250,000—Fla. major $240,000—Fla. 5 kw $225,000—Va. major $225,000—Ga. major $225,000—Tex. metro regional $200,000—Fla. 5 kw $185,000—Fla. regional $175,000—Fla. regional $165,000—Fla. regional $160,000—Fla. 5 kw $135,000—Fla. regional $125,000—Fla. major $120,000—Tex. medium $110,000—La. major $97,500— La. medium $85,000—Fla. single $75,000—Tex. single $60,000—Tex. single $58,500—Fla. single $50,000—Miss. single $45,500—Miss. single $45,000—Fla. single $42,000—Tex. metro FM $35,000. PATT McDONALD CO., BOX 9266, GL. 3-8080, AUSTIN 17, TEXAS.

STATIONS FOR SALE

CALIFORNIA. Metro. Profitable daytimer. Power. Asking $225,000. 29% down.

WEST NORTH CENTRAL. Profitable daytimer. Doing $90,000. Asking $90,000. 29% down.

SOUTH. Major market. Full time. Profitable. Asking $350,000. 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601
6381 Hollywood Blvd.
Los Angeles 28, Calif.
HO. 4-7279

Continued from page 101

incurerd in connection with their applications in return for their withdrawal; dismissed three applications with prejudice but permitted effectuation of agreements; retained in hearing status Citizens application to be subject of further proceedings and initial decision by hearing examiner. Action June 27.

By Hearing Examiner Basil P. Cooper

■ Granted motion by Sunshine State Bcstg. Inc. (WBRD) Bradenton, Fla., and extended from June 30 to July 14 time to file proposed findings in proceeding on its am application. Action June 29.

■ Granted petition by Sunshine State Bcstg. Inc. (WBRD) Bradenton, Fla., for leave to amend its am application to reflect fact that applicant's station WBRD is presently affiliated with Mutual Bcstg. System and plans to continue such affiliation. Action June 28.

■ Granted motion by Independent Bcstg. Corp. for leave to amend its application for am facilities in Spokane, Wash., to show change in type of trans. to be used, to reflect changes in estimated cost of construction, to reflect payment of $1,000 to former competing applicant and to show availability of bank loan. Action June 28.

■ Granted motion by Harford County Bcstg. Co. (WAMD) Aberdeen, Md., and corrected record as requested in proceeding on its am application. Action June 26.

By Hearing Examiner Asher H. Ende

■ Rescheduled Sept. 6 hearing to commence at 11 a.m., July 5 in proceeding on applications of Gerico Investment Co. for renewal of licenses of tv station WITV and auxiliary station KC-5744, and Board of Public Instruction of Dade County, Fla., for new tv station to operate on ch. 17, both Fort Lauderdale, Fla. Action June 27.

■ Granted motion by Linton D. Hargreaves for leave to amend his application for am facilities in Duluth, Minn., to satisfy financial issue, change tower site, etc.; returned amended application to processing line and terminated proceeding. Action June 27.

■ Granted request by Lindsay Bcstg. Co. and extended from June 26 to July 3 time for completion of exchange of proposed exhibits provided, however, that no request for extension or delay of date now scheduled for commencement of hearing will be entertained on basis of extension granted for completion of exchange of exhibits in proceeding on its application for am facilities in Punta Gorda, Fla. Action June 26.

By Hearing Examiner Charles J. Frederick

■ Closed record and scheduled Aug. 1 and 11 to file proposed findings and replies in proceeding on applications of Stuart W. Epperson and Felix C. Abernethy for new am stations in North Wilkesboro and Granite Falls, N. C. Action June 29.

■ Scheduled further hearing for June 28 in proceeding on application of Coastal Tv Co. for new tv station to operate on ch. 12 in New Orleans, La. Action June 27.

■ Granted petition by Broadcast Bureau and continued July 24 hearing to Sept. 18 in proceeding on applications of Wagner Bcstg. Co., for am facilities in Woodland, Calif. Action June 26.

By Hearing Examiner Millard F. French

■ On own motion, scheduled further hearing for July 6 in proceeding on am application of Cumberland Publishing Co. (WLSI) Pikeville, Ky. Action June 29.

By Hearing Examiner Walther W. Guenther

■ Received in evidence applicant's exhibits 7B, 10B, 12, 12-A, 13, 13-A, and 15, closed record, and with agreement of parties and approval by examiner, scheduled July 14 and 26 dates to file proposed findings and replies in proceeding on application of Central Wisconsin Tele. Inc., for new tv station to operate on ch. 9 in Wausau, Wis. Action June 29.

By Hearing Examiner Isadore A. Honig

■ Denied petition by Dixie Radio Inc. for temporary deferment of issuance of initial decision in proceeding on its application for am facilities in Brunswick, Ga. Action June 27.

By Hearing Examiner H. Gifford Irion

■ Continued indefinitely June 30 hearing in proceeding on applications of Aubrey H. Ison, James A. McCulla and Paul C. Masterson, and Stanley R. Bookstein for am facilities in Lompoc, Calif. Action June 29.

By Hearing Examiner David I. Kraushaar

■ Granted petition by Prairie Radio Corp. (WPRC) Lincoln, Ill., and rescheduled hearing from 10 a.m. July 6 to 9 a.m. July 10 in proceeding on its am application and that of WGRY Inc. (WGRY) Gary, Ind. Action June 29.

■ Continued hearing from 10 a.m. July 6 to 9 a.m. July 10 in proceeding on am applications of Telegraph Herald (KDTH) Dubuque, Iowa; hearing to be held before above-mentioned applications scheduled on same date. Action June 29.

■ Continued hearing from Sept. 6 to Oct. 9 and scheduled certain procedural dates in proceeding on applications of Massillon Bcstg. Inc., for new am station in Norwood, Ohio. Action June 27.

By Hearing Examiner Forest L. McClenning

■ Closed record in proceeding on application of Puritan Broadcast Service Inc., for fm facilities in Lynn, Mass.

By Hearing Examiner Herbert Sharfman

■ On request of counsel for applicants and Broadcast Bureau, and without objection by counsel for respondent, further extended dates for exchange of exhibits from July 3 to Aug. 7, notification of witnesses desired for cross-examination from July 14 to Aug. 18, and hearing from July 31 to Sept. 5 in proceeding on am applications of Rockford Bcstrs. Inc. (WROK) Rockford, Ill., et al. Action June 28.

BROADCAST ACTIONS
by Broadcast Bureau

Actions of June 30

WELI-AM-TV New Haven, Conn.—Granted acquisition of positive control by Richard W. Davis through purchase of stock from Botwinik Bros. Inc. and 15 other stockholders.

WAEZ Miami Beach, Fla.—Granted assignment of cp to southern Bcstg. Inc.

KSFM (FM) Sacramento, Calif.—Granted cp to move ant.-trans. and studio location, increase ERP to 64 kw, decrease ant. height to 270 ft., and install new trans.

WDJD (FM) Warwick, R. I.—Granted mod. of cp to increase ERP to 20 kw, change ant. height to 215 ft., change ant.-trans. and studio location, install new trans. and ant.; remote control permitted.

KGAF-FM Gainesville, Tex.—Granted cp to install new trans. and increase ERP to 30 kw.

■ Following stations were granted extensions of completion dates as shown: KSFX San Francisco, Calif. to 8-20; WINR-TV Binghamton, N. Y. to 1-4-62; WCOC-TV Meridan, Miss. to 12-31.

Actions of June 29

WOPA Oak Park, Ill.—Granted mod. of cp to change type trans.

KWK St. Louis, Mo.—Remote control permitted while using nondirectional ant.

■ Granted cps for following new vhf tv translator stations: Ant. Booster Assn. on ch. 11, 13 and 6 Sheridan and Fort Mackenzie, Wyo., to translate programs of KOOK-TV ch. 2, KGHL-TV ch. 8, both Billings, Mont., and KTWO-TV Casper, Wyo., via tv translator station ch. 4 Story, Little Piney, Wyo.

Actions of June 28

■ Following stations were granted mod. of licenses, SCA and cps to change name to Time-Life Bcstg. Inc.: WFBM-AM-FM-TV, WTCN-AM-TV, WOOD-AM-TV, Indianapolis, Ind.,Minneapolis, Minn., and Grand Rapids, Mich.

KLZ-AM-TV Denver, Colo.—Granted mod. of license to change name to Time-Life Bcstg. Inc.; condition.

Actions of June 26

■ Granted cps for following new vhf tv translator stations: Carbon County on ch. 8, 10 and 12, Price, Utah, to translate programs of KUTV (TV) ch. 2, KCPX-TV ch. 4 and KSL-TV ch 5 all Salt Lake City, Utah; conditions.

Actions of June 23

WARF Jasper, Ala.—Granted change of remote control authority; condition.

WMDD Fajardo, P. R.—Remote control permitted.

KAIR Tucson, Ariz.—Granted second remote control point (by employees of station only).

License renewals

■ Following stations were granted renewal of license, Chrmn. Minow not participating: KFPW Fort Smith, Ark.; WCRI Scottsboro, Ala.; WFOR Hattiesburg, Miss.; WJBO-FM Baton Rouge, La.; WHPB Belton, S. C.; KOKA Shreveport, La.; WPAB Ponce, P. R.; KHBM Monticello, Ark.; WHOO-AM-FM Orlando, Fla.; KDQN DeQueen, Ark.; WCON Cornelia, Ga.; WLET-AM-FM Toccoa, Ga.; WQXT-FM Palm Beach, Fla.; WMDC Hazlehurst, Miss.; WRDW-AM-FM Augusta, Ga. also license to cover cp. Action June 28.

Rulemakings

PETITION FILED

Board of Directors, School District 4, Lane County, Ore.—(6-27-61) Requests amendment of rules so as to reserve ch. 20 at Eugene, Ore. for educational use. Ann. June 30.

PETITION WITHDRAWN

KTVE (TV) El Dorado, Ark.—(4-24-61) *Requests amendment of rules to "hyphenate" communities of El Dorado, Ark. and Monroe, La., for tv allocation purposes by making following proposed changes:

Present	
Ark., El Dorado	10—, 26—
La., Monroe	8+, 13*, 43+
Proposed	
Ark., El Dorado (See also Monroe, La.)	26—
La., Monroe—Ark., El Dorado	8+, 10—, 13*
La., Monroe	43+

*Withdrawal of request for rule making, filed June 22, 1961. Ann. June 30.

NARBA notifications

List of changes, proposed changes, and corrections in assignments of Canadian broadcast stations modifying appendix containing assignments of Canadian broadcast stations attached to the recommendations of North American Broadcasting Agreement engineering meeting.

550 kc

CHLN Three Rivers, P. Q., 10kwD/5kwN, DA-2, unl., III. NIO with increased daytime power.

560 kc

(New) Seven Islands, P. Q., 5kw DA-1, unl., III. EIO 1-6-62.

680 kc

(New) Bishop's Falls, Nfld., 10kw, DA-2, unl., II. EIO 1-6-62.

910 kc

(New) Grand Bank, Nfld., 1kw, ND, unl., III. EIO 1-6-62.

1340 kc

CFGB Goose Bay, Nfld., 1kw, ND, unl., IV. EIO 1-6-62. (PO: 1340kc, 0.25kw, ND).

Correction to official list of assignments dated Dec. 31, 1960—Under frequency 570 kc/s CFCB Corner Brook, Nfld. was shown as using DA-N mode of operation. This should have read *ND* under mode of operation.

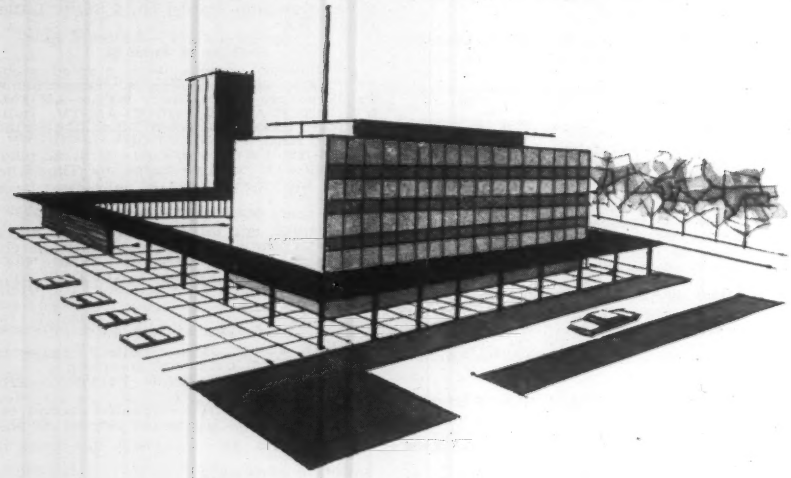
FOR SALE

Stations

FOR IMMEDIATE SALE

Radio station KCKC, San Bernardino, California including all transmitting equipment, albums, records, real property at 770 Mill St., San Bernardino, together with the broadcasting license, and rights in and to an application pending with the Federal Communications Commission for an additional license to broadcast on a 5000 kw frequency during daylight hours, subject to approval of F.C.C. Sale is set for July 13, 1961, at San Bernardino, Calif.

For further information call or write Trustee C. R. Cheek, 362 Arrowhead Ave., Suite 303, San Bernardino, Tux. 816165.



work capacity with no breakfast and a mid-morning break

The experiment* reported here had as its object to show effect of various regimens of breakfast and mid-morning breaks on maximum work output as measured by a bicycle ergometer. Twenty subjects, 18 to 36 years of age, including both office and factory workers participated. The various periods of the experiments used for the comparisons were as follows:

Period 1. Basic breakfast without mid-morning break.
Period 2. No breakfast without mid-morning break.
Period 3. Basic breakfast with mid-morning break.
Period 4. No breakfast with mid-morning break.

"The data seem to justify the following conclusions:

"All subjects did significantly more work when the dietary regimen included an adequate breakfast than when it was omitted.

"The addition of a mid-morning break when an adequate breakfast was eaten resulted in no advantage as far as maximum work output was concerned.

"The addition of a mid-morning break to a dietary regimen which omitted breakfast showed a significant advantage for half of the subjects, in maximum work output.

"The data seem to indicate that an adequate breakfast is better economy as far as capacity to work is concerned than the substitution of a mid-morning break for breakfast."

**Tuttle, W. W., Herbert, Edward: Work Capacity With No Breakfast and a Mid-Morning Break. J. Am. Dietet. A. 137:37, 1960.*

a basic breakfast† used in this experiment followed this moderate low-fat, well-balanced menu.

†A Summary of the Iowa Breakfast Studies, published by Cereal Institute, Inc., May 1, 1957.

CEREAL INSTITUTE, INC.
135 South La Salle Street, Chicago 3

A research and educational endeavor devoted to the betterment of national nutrition

OUR RESPECTS to John William Guider, WMTW-FM-TV Poland Spring, Me.

A station without a specific 'local' market

What are good broadcasters made of?

Varying parts of will, energy and persuasion—that's what John William (Duke) Guider is made of. And Mr. Guider is a good broadcaster who's been involved in the electronics industry since 1922. At various times during his career, he's been a salesman of radio receivers, an electronics supply officer in the Navy, and a lawyer who's argued broadcasting cases before the U. S. Supreme Court. Currently he's president and general manager of WMTW-FM-TV Poland Spring, Me., and president of Mt. Washington Tv Inc., parent company of the stations.

WMTW-TV, a full-time ABC primary affiliate, is an unusual station. Its transmitter is situated on top of New Hampshire's 6,280-foot Mt. Washington, the highest mountain peak in New England. The station serves 36 counties in a four-state area—Maine, New Hampshire, Vermont, and the northeast corner of New York—that encompasses 1.5 million people.

When Mr. Guider started the station almost seven years ago, he quickly discovered that, unlike most other broadcast outlets, WMTW-TV did not have a specific market with which it could identify. He attacked this and other problems with a determination and ability characteristic of him.

New Market ▪ "We made a new market in an area where no other single media can reach a great population," he recalls.

Mr. Guider learned the habits, the personalities, the likes and dislikes of his previously unclassified audience.

Less than 25% of the station's viewers reside in cities and they are an early supper, early-to-bed audience, Mr. Guider made the most of this knowledge. He programmed strong feature films from 5:30 to 7:30 p.m. with the result that WMTW-TV now enjoys, according to Mr. Guider, a 44.9% share of the audience during that period.

Feature film is the station's most successful commodity. WMTW-TV now has a library that includes 3,362 feature films under contract, including 568 that are post-48's.

But feature films are not Mr. Guider's only source of pride. He's particularly proud of WMTW-TV's new 50-foot-high, Fiberglas, radome-enclosed, traveling-wave antenna, which was first put into service about Nov. 1 of last year, and has operated without interruption since.

Putting up the new antenna was a necessity, but it wasn't easy. The top of Mt. Washington gets an average of 100 days a year of hurricane-force winds and they bring snow and ice. Enclosed in a Fiberglas cylinder, the new antenna is impervious to the weather. Mr. Guider says it transmits a stronger signal throughout the WMTW service area and "fills in hollows" that never before could receive the station.

John Guider (everyone calls him Duke, a nickname he got as a result of mistaken identity when he was at the U. S. Naval Academy) never thought he'd spend a good part of his career winning shares of audiences and helping to build antennas.

"In my case," he says without a trace of regret, "it's always been a case of electronics overtaking me rather than I pursuing it."

He was born March 10, 1900, in Syracuse, N. Y. Mr. Guider lived and went to school there until he was 17. After finishing high school, he entered the Naval Academy at Annapolis, Md., graduating with a Navy commission in 1922.

It was at this point that the electronics industry first embraced Mr. Guider, an embrace he's never since successfully eluded. A fellow ensign aboard ship asked WMTW-TV's future president if he would like to work for RCA. Electronics being in its toddling state, the idea seemed a novel one to Mr. Guider and in November 1922 he joined RCA as a sales engineer.

Sold Radios ▪ "What I really did was sell radio receivers in Washington, D. C. to people who couldn't get any stations."

During this period he went to Georgetown U. Law School in the evenings, graduating with a law degree in 1926. He subsequently joined the law firm of Hogan & Hartson, Washington, D.C., remaining there until he was called back to the Navy 16 years later.

WMTW's Guider
Lawyer, engineer, broadcaster

As a lawyer, Mr. Guider handled many radio and tv cases, some before the U. S. Supreme Court, but he was not departmentalized in broadcasting. He also served as a lawyer in criminal and civil cases.

Mr. Guider served with the Navy all during the war, from 1942 to 1946. He entered as a lieutenant commander and when discharged was a captain and also was the Navy's senior electronics supply officer. "I spent most of my time getting things built and channeled to the fighting Navy," Mr. Guider says.

After the war, Mr. Guider opened a law practice in New Hampshire. Again the call of broadcasting was loud and alluring. In 1948 he bought WMOU Berlin, N.H., a 250-w station, and three years later he added 1-kw WJWG Conway, N. H. (now WBNC) to his budding chain.

He subsequently sold both stations in 1957, but not before he, together with a group of associates, formed Mt. Washington Tv Inc. in 1953. The explicit purpose of the organization was to put an "area" tv station on top of Mt. Washington, and WMTW-TV, which began operations on Aug. 31, 1954, was the result.

Mr. Guider married Dorothy Hogan, a native of Washington, D. C., and a daughter of Frank Hogan, former president of the American Bar Assn., Oct. 20, 1923. They have three children, two sons and a daughter, and nine grandchildren, all under 7 years of age.

Mr. Guider is greatly involved in civic and charitable matters and also is particularly interested in furthering educational tv. He's a member of the bars of New Hampshire, and the District of Columbia and has been admitted to practice before the U. S. Supreme Court. For 11 years, until recently, he was treasurer and director of the American Bar Assn. Endowment, and he's one of 600 Fellows of the American Bar Foundation.

Mr. Guider enjoys swimming and reading, but his real hobby, he says, is "to take kids and help point their feet in the right direction" (the average age of his station staff is 29 years and 4 months).

One of the highlights of his life was his appointment by the U. S. government as defense counsel for Japan's wartime premier, Hideki Tojo, at his post-war trial.

Airspace threat

UNLESS the FCC asserts itself as the sole and final arbiter in broadcast allocations by July 15, broadcasters will find themselves caught in a split jurisdiction vice under which the Federal Aviation Agency can become the effective licensing authority.

The FAA has adopted new rules, effective July 15, to control height and location of broadcast towers. The criteria approved, unless exempted by FAA, specify *any* structure more than 500 feet above ground as a hazard to air commerce and any structure more than 200 feet high in a control zone as dangerous to air navigation.

The rules also provide that it may establish antenna farms in each state, which conceivably could mean that many existing antenna sites for radio as well as tv could be displaced without regard to coverage patterns, mileage separations or other criteria controlled by the FCC.

What came out of the informal discussions of FCC lawyers with the FAA since adoption of the final rules hasn't been disclosed. If there is no agreement, the FCC should promptly seek congressional clarification or resort to court action to determine jurisdiction.

Fees, taxes and freedom

MASS media the world over are under attack. Whether it be a tax on television advertising in Great Britain, a decree to commandeer radio and television in Brazil, Castro's seizure of newspapers and broadcasting stations in Cuba, or such seemingly innocuous proposals as disallowing costs of defense contractor advertising or assessing franchise taxes and license fees for communications in the United States, the international theme seems to be to sock them and control them.

We refer here, of course, to the democratic western world. The totalitarian way is and always has been to suppress dissemination of valid information to the enslaved subjects and to the outside world.

The British tax of 10% on television advertising imposed a few weeks ago probably does not have as its goal the "control" of tv as a mass medium. Britain already controls both radio and television through statutes which created separate authorities (the non-commercial BBC, a private corporation under government auspices, and the Independent Television Authority which physically operates the facilities leased to program contractors for commercial tv).

It is a discriminatory tax, however, against commercial tv and in favor of the non-commercial BBC and the competitive newspapers and magazines. Because it is discriminatory it is reasonable to assume that the tax either will be dropped or an equivalent tax will be imposed upon other media.

The FCC proposal to saddle franchise and filing fees upon all licensees to defray the cost of FCC administration obviously is out of line. Whether it is called a filing fee or a franchise tax, or both, it is an impost that places an additional burden upon communications media not borne by their competitors or by others regulated by independent commissions.

The imposition of fixed fees for all classes of licensees, as has been proposed at FCC staff level, would create a hardship on small market stations but wouldn't bother larger operations except for the discrimination factor. Broadcasters, like other professional and business men, pay their federal and state taxes to defray the cost of government. The current proposal constitutes double taxation. Moreover, if broadcasters are called upon to pay the FCC's freight for their regulation, they will have an obvious right to expect service in return. Would the FCC's primary concern then become the private interests of the licensees rather than the *public's* interest? It is a point worth pondering.

The FCC's program crusade and its bellicose attitude toward licensees is making life tougher for licensees on all fronts, including the administration's own campaign for economic recovery. As we reported last week (CLOSED CIRCUIT) an insurance company reneged on a $500,000 loan to an old-established radio station netting about $400,000 a year because it now regards radio as a risky investment. A nervous money market can spread like wildfire.

A fee or franchise tax to cover FCC's overhead is far from a *fait accompli*. With appropriate safeguards, a reasonable franchise tax, in return for a property right, would not be hard to take. It could even rectify some of the damage already done against the drive toward stability and recovery.

Censorship in the raw

THE FCC has taken the unprecedented action of refusing to grant an uncontested application for a new broadcast station because of inadequate programming plans. If this decision is allowed to stand, federal censorship will have been firmly imposed on American radio and television.

As reported in this publication last week, the FCC reversed its examiner and denied a grant to an applicant for an fm station in Elizabeth, N.J., a community now without local fm service. The commission ruled that the applicant had made no survey to determine local program needs and therefore could not possibly have designed a program schedule calculated to serve the community.

This line of reasoning can only be interpreted to mean that the FCC thinks no programming at all can be better for a community than programming that does not fit FCC specifications. Here is censorship in its rawest form.

At best the program proposals in an application can be no more than a murky clue to the nature of a station's broadcasting. Until a program service has actually gone on the air and been subjected to the test of public acceptance no one can make a judgment of it. Yet the FCC has now aborted a program service before its birth. The Elizabeth fm might have turned out to be a great station. If the FCC prevails, no one will ever know.

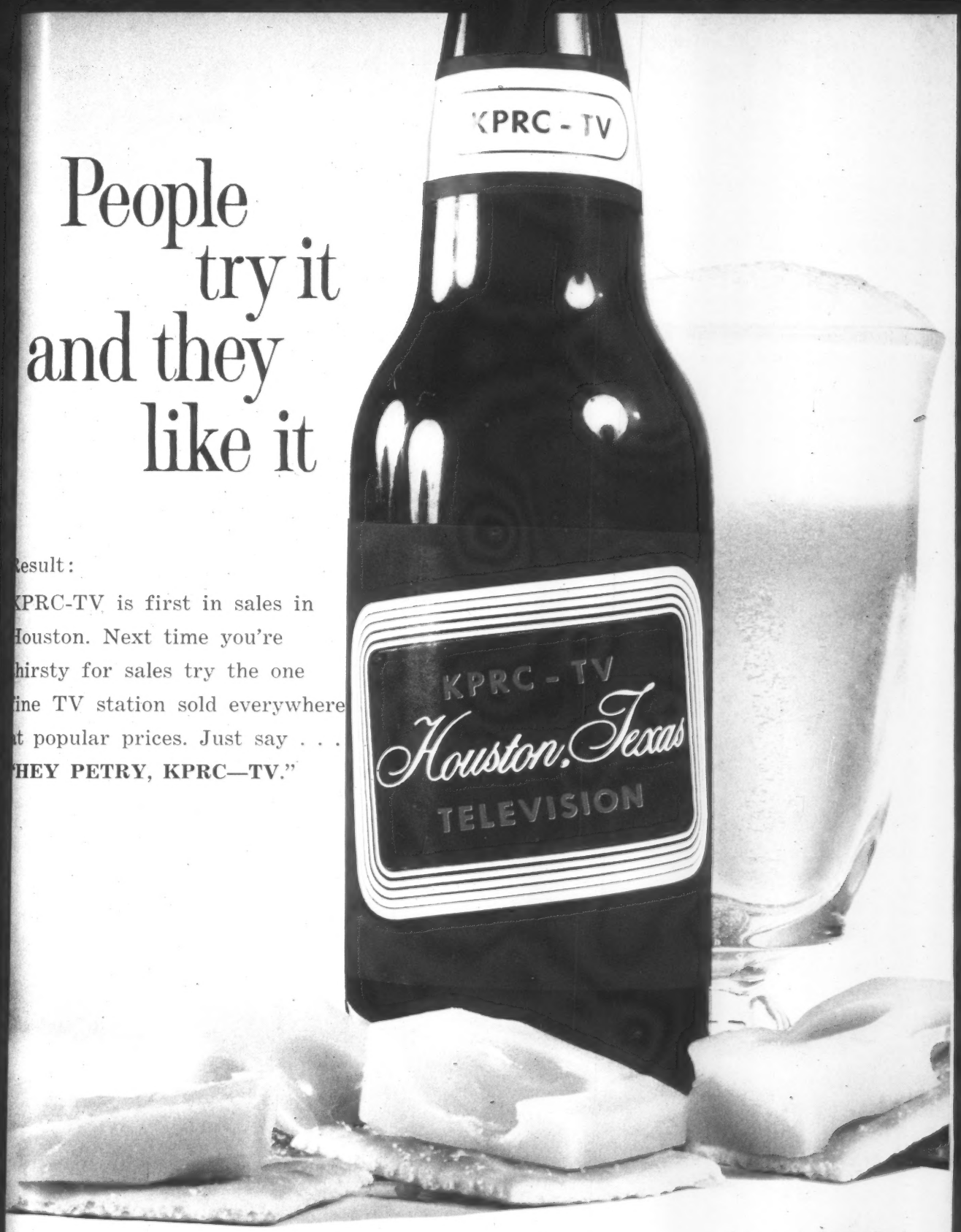
We know nothing about the men whose application was denied, but no matter what their qualifications and intentions, this case is one for general concern. At issue are principles of such fundamental interest to every broadcaster —and to every citizen who thinks the First Amendment means what it says—that the Elizabeth decision must be fought by the whole broadcasting fraternity.

Drawn for BROADCASTING by Sid Hix

"These suburban stations are strong on local news!"

People try it and they like it

Result:
KPRC-TV is first in sales in Houston. Next time you're thirsty for sales try the one fine TV station sold everywhere at popular prices. Just say . . .
"HEY PETRY, KPRC—TV."



KPRC-TV, CHANNEL 2, HOUSTON
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